C2700-1a 5/18/83

Automotive News

May 16, 1983

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58th year—$40 per year, $1.00 per copy

Isuzu's Impulse

American version of Piazza

Impulse, American Isuzu's version of the Piazza, rides on a 96-inch wheelbase and is powered by an electronically fuel-injected 2.0-liter four-cylinder engine. The Impulse's overall length is 172.6 inches and curb weight is 2,714 ibs. The car has a suggested retail price of $9,998. Story on Page 3.

Domestic new-car supply dips again; now 53 days

By Richard A. Wright
Assistant Managing Editor

The domestic new-car inventory continued to decline during April and the industry opened May with a 53-day supply, down a bit from 55½ days a month earlier.

The May 1 domestic new-car stockpile totaled 1,193,296, down from 1,235,313 on April 1. A year ago, the industry had 1,260,633 new cars in inventory May 1, a 66-day supply.

Table on Page 58.

The import inventory totaled 294,703 new cars May 1, a 40-day supply, up from 287,408 a month earlier, a 35-day stockpile.

The total domestic and import inventory May 1 was 1,487,999 cars, a 48-day supply. The total on April 1 was 1,522,721 cars, a 50-day stockpile.

• Chrysler Corp. and Ford Motor Co. increased their supplies during April, while the other domestic makers trimmed theirs.

General Motors opened May with a 49-day supply, down from 54 days a month earlier. Shortest was the hot new Corvette, which dropped from 80 days April 1 to 23½ days May 1. Also very short were Oldsmobile's standard and intermediate lines.

Ford Motor Co. boosted its stock to a 64-day supply from 56½ days a month earlier.

Chrysler Corp. had a 59-day supply, up from 57 days a month earlier, with stocks of its various lines in good balance.

American Motors found itself in the unusual position of having the shortest supply of the Detroit-based makers at 45-days, mainly because of the Alliance.

Volkswagen of America had a 91½-day supply of U. S.-built Rabbits, down from 95 days a month earlier, and a 75-day stock of imported VW models. American Honda has not built up much of a stock of U. S.-built cars and had only a 16-day supply to augment its lean 30½-day inventory of imported cars.

The May 1 domestic inventory was divided this way: GM, 55.89 percent; Ford Motor Co., 24.12 percent; Chrysler Corp., 14.99 percent; American Motors, 2.85 percent; VWoA, 1.98 percent, and American Honda, 0.17 percent.

A month earlier, the domestic inventory was divided as follows: GM, 57.01 percent; Ford Motor Co., 23.68 percent; Chrysler Corp., 14.06 percent; AMC, 3.19 percent; VWoA, 1.86 percent, and American Honda, 0.20 percent.

• By size class, the domestic inventory was very well balanced, with only 12 days' difference between the highest and lowest segments.

The industry had a 59-day supply of subcompacts May 1, down from 66 days a month earlier, and a 49-day stock of compacts, down from 60 days.

Intermediates were in 50-day supply, down from 55 days a month earlier, while the industry had a 47-day stockpile of standards, up slightly from 46 days a month earlier, and a 53-day supply of luxury cars, up from 51 days.

The May 1 domestic inventory was divided this way by market segment: Subcompact, 19.76 percent; compact, 19.90 percent; intermediate, 35.53 percent; standard, 17.25 percent, and luxury, 7.56 percent.

A month earlier, the inventory was divided as follows: Subcompact, 18.91 percent; compact, 22.81 percent; intermediate, 35.08 percent; standard, 16.17

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Import stocks climb to 40 days on May 1

By Richard A. Wright
Assistant Managing Editor

The imported new-car inventory climbed during April to a still-lean 40-day supply, up from 35 days. Paradoxically, the increase was due mainly to lower sales brought about by inventory shortages.

The inventory of new imported cars May 1 totaled 294,703, up from 287,408 a month earlier.

The inventory of new imported pickup trucks totaled 91,961 May 1, a 78-day supply, compared with 92,727 on April 1, a 61-day stock.

The combined imported-car-and-truck inventory May 1 totaled 386,664, a 45½-day supply, compared with 380,135, a 39-day stock a month earlier.

The inventory increase during April was achieved by the Japanese lines, as both the West German and other European categories trimmed their inventories. Japanese-built makes were in 35-day supply, still lean but up from a shortage-riddled 30-day stock a month earlier.

Japanese cars and their May 1 days-supply figures were: Toyota, 20; Honda, 30½; Subaru, 33; Nissan, 37; Mazda, 51; Isuzu, 77½; Mitsubishi, 121. In addition, Chrysler Corp. had a 103-day supply of Mitsubishi-built cars, including Dodge Colt, 86; Plymouth Colt, 94; Dodge Challenger, 125; and Plymouth Sapporo, 126.

• The stockpile of West German cars stood at 50 days May 1, off slightly from 51 days a month earlier.

West German nameplates and their May 1 days-supply figures were: Porsche, 17; Mercedes-Benz, 25; BMW, 52; Volkswagen, 75, and Audi, 83. VW also had a 91½-day supply of U. S.-built Rabbits in stock May 1.

Days-supply figures of other European lines May 1 were: Jaguar, 18½; Saab, 35; Volvo, 38; Alfa Romeo, 91; Peugeot, 139½; Renault, 182, and Fiat/Lancia, 530.

Days-supply figures for imported pickup trucks May 1 were: Toyota, 56; Nissan, 70½; Mazda, 94; Chrysler Corp./Mitsubishi, 102; Isuzu, 127, and Mitsubishi, 131.

Service Index rises after one-month drop

By Francis J. Gawronski
Service Editor

New-car dealers' service and parts business rebounded in March after recording its first decline in 23 months in February.

According to the Automotive News Service Index, dealers' shop business in March amounted to 103.9 percent of the volume registered in the same month a year ago.

Business in February dipped to 99.5 percent of the volume reported in the same month of 1982.

With the exception of repair orders written, which trailed March, 1982, volume by 2.6 percent, all indicators that make up the Service Index made impressive gains in March. In February, repair orders were 3.7 percent below the year-ago figure.

Table on Page 2.

The indicator showing the best improvement in March was sales of all parts and accessories, up 7.2 percent over last year.

Gross profit on all labor, parts and accessory sales, the most important indicator from the dealers' viewpoint, increased 6.8 percent, while shop parts sales (those used on both customer-paid and warranty work) were up 4.8 percent. Total labor sales (customer-paid and warranty) were up 1.5 percent in March.

Figures used in the Service Index are averages compiled from reports on shop operations from a cross-section of the nation's new-car dealers.

For the first quarter of 1983, dealers' shop volume amounted to 103.9 percent of the business recorded for the corresponding period of 1982.

Leading indicator in the first quarter was gross profit, up 5.1 percent, followed by shop parts sales which advanced 4.9 percent ahead of 1982, and labor sales, up 4.5 percent.

Sales of all parts and accessories climbed 2.3 percent for the year-to-date period, while repair orders written dipped 1.8 percent.

Chrysler retreats on proposal to cancel warrants

WASHINGTON. — Gerald Greenwald, Chrysler vice chairman, told the Chrysler Loan Guarantee Board last week that the company is withdrawing its proposal regarding cancellation of warrants held by the government to purchase Chrysler stock.

"Reaction to news reports about the request to cancel the warrants has obscured our primary intention, which is to meet our obligations and pay off our federally guaranteed loans," Greenwald said.

Chrysler's request for cancellation had kicked up a storm. When seeking federal loan guarantees, Chrysler had given the government warrants to purchase 14.4 million shares of Chrysler common stock at $13 a share. The stock then was selling at about $5 a share. It closed at $25.50 last Thursday.

The Loan Guarantee Board had given no indication that it planned to exercise the option, and a Treasury Department spokesman said the board hadn't even thought about it.

Chrysler felt that if the options were exercised, it would

Continued on Page 59, Col. 4

breaking news

DeLorean document seal to be lifted

LOS ANGELES.—An order sealing documents relating to the drug trafficking case involving John Z. DeLorean was declared unconstitutional by a three-judge appeals panel here. Attorneys for both sides had until last Friday to file motions for sealing specific documents already filed under Judge Robert M. Takasugi's order.

Canadians to discuss Japanese export curbs

OTTAWA. — Government officials of Japan and Canada are scheduled to meet here May 19-20 to determine the quantity for Japanese voluntary restraint on car exports to Canada under an agreement reached in 1981. Similar talks in Tokyo in April ended in disagreement.

Iacocca urges 'Marshall Plan for America'

HILLSDALE, Mich. — Chrysler Chairman Lee Iacocca proposed "a Marshall Plan for America" in his commencement address at Hillsdale College. Urging a National Development Bank modeled on the Reconstruction Finance Corp. of the Great Depression, he said such a bank could provide capital to help rebuild outmoded plants, help with conversions to meet new government regulations and help restructure debt.

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Ford on verge of sales surge, Caldwell says

By Kathleen Hamilton
Financial Editor

Saying he believes Ford Motor Co. — if not the entire U. S. market — is "on the threshhold of a breakout in auto sales," Chairman Philip Caldwell said Ford third-quarter production is slated at a four-year high, running 40 percent ahead of last year.

Second-quarter auto production at Ford will be up 8 percent from a year ago, as Ford attempts to grab a bigger market share with its compact Tempo/Topaz, which will be introduced this month.

Caldwell also told the annual shareholders' meeting in Detroit that he believes the Ford dealer network has "bottomed out," and that Ford will embark on a major effort to add dealers in new population centers.

Caldwell told reporters after the meeting that preliminary figures from Europe make Ford officials confident they are the sales leader in the first quarter.

Asked about Canada, where Chrysler just stole the No. 2 spot from Ford, President Donald E. Petersen said he was confident the Tempo and Topaz will allow Ford to regain its position.

In the U. S. this year, Ford has lost one percentage point of the market because it has stopped production of its Fairmont and Zephyr. Together, they had accounted for less than 3 percent of the market. Ford hopes to do much better with the new front-drive replacements — at least 4.5 percent of the market, according to a Ford spokesman.

• Ford has reduced its breakeven point by one-third, Caldwell said. He said he expects the tractor operations to return to profitability, but refused to say when.

His optimism on an auto sales turnaround is based on a University of Michigan public opinion survey in which almost 70 percent of respondents said this is a good time to buy a car, Caldwell said.

That optimism, along with the aging fleet and the increased spending capacity of many households, could trigger an industrywide upturn, he said.

When asked about the need to continue price incentives, he said Ford will be competitive,

Continued on Page 58, Col. 4

Straman's 200th

Richard Straman, at sign's left, president of R. Straman & Co., stands with Jim Gabriel, at sign's right, director of marketing, and many of the Straman craftsmen to celebrate the completion of Straman's 200th Trans Am/Camaro convertible conversion. Conversion facilities are in Cinnaminson, N. J., and Fort Lauderdale, Fla.

Delay in GM C-cars tied to quality testing

The delay in the introduction of the new-for-1984 General Motors C-cars (AUTOMOTIVE NEWS, May 9) is tied to an extensive quality-testing program.

The cars are the Oldsmobile 98, the Buick Electra and the Cadillac deVille. They will be front-wheel-drive for the first time, and they are expected to go on sale in January, although the debut could be as late as March.

GM had originally planned to introduce the cars at the beginning of the '84 model year next fall. No new date has been set for full production to begin.

Until the new C-cars are ready, GM will continue production of the current rear-wheel-drive 98, Electra and deVille models.

The new front-drive cars will be built at two new GM plants in Lake Orion, Mich. (near Pontiac) and Wentzville, Mo. (near St. Louis).

The late introduction and the corresponding late start of production will hold up the callback and hiring of workers to staff the new plants.

The quality-testing program was disclosed last week by GM President F. James McDonald in an address to the Saginaw Club in Saginaw, Mich.

He called it a "product verification" program and said GM will schedule production of the new FWD luxury cars "only after we're satisfied with the results of special verification testing for the early production runs of these new cars."

He added, "We're taking this step to assure the highest quality for our customers."

McDonald said, "More preproduction cars will be built for this program than ever before in our history. The build of cars for that purpose is going slower than we had hoped. That, and making sure the new parts meet design intent, have led to this decision.

"To put it simply," he said, "the product will tell us when it is ready."

AMC appoints Guptill to head sales in U.S.

SOUTHFIELD, Mich. — Peter G. Guptill has been appointed general manager—U. S. sales for American Motors.

He will be responsible for the AMC - Renault - Jeep dealer organization, AMC's national sales headquarters staff and regional and zone offices.

Peter G. Guptill

Guptill, 41, takes over the duties of Robert Schwartz, who resigned last February as vice president of North American sales.

Guptill has been AMC's Western regional sales manager since 1981. He joined the company in 1971 as distribution manager in the New York zone.

He has served as assistant zone manager in Washington, national distribution manager in the central office and manager of the Dallas, Los Angeles and Chicago zones.

He was named director of Renault integration in 1979, director of sales operations in 1980 and Western regional manager in 1981.

Atlantic City show set

ATLANTIC CITY, — The American International Automobile Show will be held here Sept. 1-5.

Long list of standard equipment

Isuzu Impulse coupe has sticker of $9,998

By Matt DeLorenzo
Los Angeles Reporter

LAS VEGAS. — Impulse, American Isuzu's version of the Piazza, was introduced here with a suggested retail price of $9,998.

The 2+2 sport coupe, which has been on sale in Japan for about a year, will be sold through American Isuzu's 250 full-line dealerships. The company has an additional 150 truck-only points.

Styled by Giorgetto Giugiaro, Impulse made its first appearance as the prototype "Ace of Clubs" during the 1979 Geneva Auto Show. Riding on a 96-inch wheelbase, the Impulse features flush-mounted glass and rounded wedge body style for aerodynamics.

The vehicle is powered by an electronically fuel-injected 2.0-liter 4-cylinder engine that produces 90 HP at 5,000 RPM and torque of 108 pounds-feet at 3,000 RPM. The standard transmission is a 5-speed manual with fifth gear overdrive.

Overall length of the Impulse is 172.6 inches and curb weight is 2,714 pounds.

The suspension is independent in front with a three-link torque tube in the rear and the system uses coil springs and gas-filled shocks at all four corners. The car is equipped with rack-and-pinion steering, four-wheel disk brakes and a 15.2-gallon fuel tank.

• The Impulse carries a long list of standard equipment such as automatic air conditioning, cruise control, AM/FM stereo, power door locks, tilt steering with a memory function, rear window defogger, rear window wiper/washer and an electronic multi-display monitor that incorporates a clock / stopwatch, trip odometer, fuel gauge in precise gallons and fuel economy MPG indicator.

Another interior feature is the unique satellite pod mounting of the switches used primarily by the driver. The pods, which are adjustable to fit the driver's reach, are mounted on either side of the steering wheel and allow fingertip control without having to remove hands from the wheel.

The left pod has cruise control switches, turn signals, rear defogger and hazard light buttons and controls for the headlamps. The right pod includes controls for the air conditioning system, rear wiper/washer, front wiper/washer and fan.

All four seats in the Impulse are adjustable, with the driver's seat having the most adjustments. The 60/40 split fold-down rear seats can be reclined 20 degrees in four steps.

• There are only three options available on the Impulse—automatic transmission at $380, a graphic equalizer, also $380, and a cassette deck at $190.

The car has an EPA fuel-economy rating of 24 MPG city, 36 MPG highway for manual-equipped versions and 24 city, 32 highway with the automatic.

As a result of import restrictions, American Isuzu is limited to a total of 16,800 cars per year and has been selling only one series—the I-Mark. Although the company will continue to sell that car, Impulse will take the lion's share of Isuzu's allotment.

Company officials said they plan to import between 1,000 and 1,200 a month, which would amount to between 12,000 and 14,400 of the cars Isuzu can bring in during the third year of the restraints.

The Impulse represents a transition to the future for Isuzu and the car's in-house designation, JR tells a lot more about this car's significance than company officials would care to admit.

As a sporty 2+2, it will be American Isuzu's specialty car, with the company's version of GM's J-car (called the JJ by Isuzu executives) as the company's family-size car. The R-car, which GM will sell in this country along with American Isuzu, will be a world-class small car.

A rough drawing of Isuzu's family of cars was shown and in it was the R-car, which had many styling cues taken from the Impulse.

At Smyrna plant

Nissan's U. S. Job One due June 16

WASHINGTON. — June 16 is the day the first U. S.-made Nissan light truck will come off the line in Smyrna, Tenn. Marvin T. Runyon, president of Nissan Motor Mfg. Corp., USA, made the announcement at a meeting of the Society of American Business and Economic Writers here.

The day Runyon spoke—May 9—marked the start of work on the first 40 trucks destined for American consumers. Over the next six weeks, they will move along gradually to make sure that all systems are in order and that the quality of each job is A-OK.

The total investment of $660 million at Smyrna is the largest ever made by a Japanese firm in the U. S. Full production, set for 1984, should find 2,000 employes and an annual payroll of some $90 million.

Production will be up to 10,000 trucks monthly on one shift or about 60 units an hour — or one a minute, Runyon said. The plant uses 219 robots in body assembly, stamping and paint operations.

Nissan Motor Mfg. has spent $63 million on training, and it has sent 375 U. S. workers to Japan for training at Nissan and equipment supplier plants there.

• But Runyon stressed that while high technology is important, he believes the "people factor" is of "equal, if not greater, importance." In that regard, he said, it is important to teach basic job skills, to broaden the job by teaching multiskills and to create an atmosphere that encourages ideas and teaches problem solving.

Tennessee helped by committing $7 million for pre-employment training. Nissan could choose its 2,000 employes from more than 120,000 applications.

Instead of "literally hundreds of narrow stratified job classifications for hourly workers," Nissan has just four for "technicians"—manufacturing, maintenance, quality assurance and materials handling.

Employes are encouraged to take cross-training in skills, and Nissan is starting a "pay-for-skills program which compensates technicians who learn new skills."

Instead of the 10 to 12 levels of management, Nissan has just five and this encouraged open communications, Runyon said. All employes eat in the same cafeteria, 90 percent wear the free wearing apparel although they need not, and workers see news releases before they appear in a paper.

By fall, Nissan plans to have involvement circles, similar to Japanese Quality Circles.

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58th year — No. 4968

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson Avenue, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation 60611.

U.S. eyes attempt to dump standards on MPG for cars

WASHINGTON. — With General Motors and Ford Motor Co. warning that they likely will fail to meet federal fuel-economy requirements not only for 1983 but for 1984 and 1985 as well, the Reagan Administration is considering a move to repeal the law mandating that the passenger-car fleets of the major auto makers meet an average of 27.5 MPG by 1985.

According to documents obtained by AUTOMOTIVE NEWS, that is one of three options spelled out by Christopher DeMuth, director of the Presidential Task Force on Regulatory Relief, in a memo to the Vice President and Cabinet leaders.

The two other options are to "do nothing" or have NHTSA scale back the requirement to 26 MPG or less.

DeMuth suggested, however, that neither of these appear to be very workable. "Doing nothing" effectively forces Ford and GM to take on what will be a "controversial" task and the "rollback option," exposes the Administration to a possible legislative veto and other "legal risks."

The fuel-economy law allows NHTSA to lower the standard to 26 MPG, or even below 26 MPG subject to a one-house veto, provided that it can be shown that the new limit represents the "maximum feasible" fuel economy that is "economically practicable."

Because some makers already exceed the maximum requirement of 27.5 MPG, lowering the standard could be "legally risky," according to DeMuth.

Congress enacted the Energy Policy and Conservation Act in 1975 during the fuel crisis that stemmed from the Arab oil embargo. The rationale was that yearly corporate average fuel economy (CAFE) standards were needed to depress fuel consumption and that it was in the national interest to be self-sufficient in energy.

In effect, since 1978 the requirements have been largely superfluous because small, fuel-efficient cars have enjoyed immense popularity.

But in 1983, for the first time, GM and Ford will not meet the standards because neither expects to sell a sufficient number of small cars. Fortunately for both companies, they have fuel-economy credits "in the bank" to offset their anticipated shortfalls from the 26-MPG standard of 1983.

The standard for 1984 will be 27 MPG, however, and for 1985 and beyond it will be 27.5 MPG.

With the resurgence of big cars, both GM and Ford have now written the Administration to warn that neither will meet the fuel-economy standard in 1984 or 1985. Both will have insufficient credits to offset their shortfalls, hence they will be subject to a fine of $5 per vehicle sold per one-tenth of a mile per gallon below CAFE.

The only way they appear able to avoid the penalties for these years and beyond is to increase the relative prices of larger models substantially in order to discourage demand for them, DeMuth said in his memo.

• Clearly, "the standards are wholly unjustified and can only retard the recovery of the domestic auto industry," DeMuth said. He noted that oil prices have been decontrolled and now reflect the scarcity value of oil that was intended by the fuel-economy laws.

"The Administration has been successful in eliminating a host of energy efficiency standards for housing and appliances during the past two years, and these reforms have been politically and economically beneficial," DeMuth said. "A strong pro-consumer, pro-employment case can be made for repeal of the CAFE program."

But he warned: "We need to prepare a detailed analysis of the price, energy use and employment effects of continuing or repealing the program before any legislative change is proposed."

Ironically, one of the other reasons DeMuth cites for rejecting the other two options is Chrysler Corp.

Chrysler has managed to bring itself back from the brink of bankruptcy with a fleet of smaller cars that has also allowed it to easily exceed the fuel economy requirements of the CAFE law and to continue to do so into the future.

DeMuth said Chrysler would oppose any change in the CAFE requirements for competitive reasons.

Bridgestone, Mickey Mouse and Tokyo

Disneyland has come to Tokyo, and Bridgestone Tire Co., Ltd., is hosting the park's Grand Circuit Raceway. During the inaugural raceway ride, Bridgestone Chairman Kanichiro Ishibashi, driving left front car, and President Kunio Hattori, driving second car in left row, race against Mickey Mouse.

75 pct. in black now, up from 50 pct. last year, Stempel says

More Chevy dealers making profit

By Joseph Bohn
Marketing Editor

PONTIAC. — Chevrolet dealers are returning to profitability, but still have a ways to go, Robert Stempel, general manager, noted at a press conference held in conjunction with General Motors' annual Silverdome Sale.

Some 13 North Oakland County GM dealers are sponsoring a May 19-21 Silverdome Sale, the fourth such event, and hope to exceed the previous record 827 vehicles sold in 1980.

Russell M. Shelton, GM Silverdome Sale chairman and owner of Shelton Pontiac-Buick in Rochester, Mich., said 705 vehicles were sold in 1981 and 619 in 1982.

F. James McDonald, GM president, added that with upturns in the economy, he felt the sale would set a record this year.

Stempel said that approximately 75 percent of Chevrolet dealers are now profitable on a "month-to-month" basis, up from roughly half last year.

"As most will tell you, they're not back to where they feel they ought to be" but the trend is encouraging, he said.

"They want to get their volume up, their profits from new cars. Most dealers have been having to earn more from service, used cars" and other avenues to compensate for the lack of new-car profit, he added.

In the past three months, he said, Chevrolet has begun hearing from "true investors" interested in a franchise — "people who see more opportunity to make money in a Chevrolet franchise than in the money market or by just re-investing."

Although the division isn't interested in expanding its franchise network, it does have a turnover of dealer points to fill, Stempel added.

His primary concern, he said, is the health of his 5,250 dealers.

Meanwhile, Chevrolet has added 120,000 more vehicles to its June-August production schedules than originally planned.

"We've added additional shifts on Cavalier, Celebrity — additional capacity at Van Nuys (Camaro), van, Blazer and S-10," Stempel said.

"The only thing left to add would be another shift at Framingham on Celebrity, and we're looking at possible ways to add Cavalier capacity. We still have unused capacity on Chevettes," he said.

Although Chevrolet could add another line to Corvette production, its hottest car, it doesn't seem interested in it now.

"We're right on our game plan (with Corvette)," Stempel said. "It was intended to start on one shift. We're currently running 120-125 a day. We've built 6,200 and sold 4,200, which is a good turnover rate.

"Right now, we want to stay with that plan. My philosophy is I'd like to have just one less than ultimate demand. There's far more interest than actual buying response," which, Stempel views as a help in selling Camaro and Cavalier.

Hollenback honored as dealer of year

SPOKANE. — Mark K. Hollenback, owner of Dishman Dodge and Sherwin-Hollenback Volkswagen, received the Washington State Automobile Dealers Assn.'s 1982-83 Dealer of the Year Award.

In addition to Hollenback's contributions to the automobile industry, the award recognizes quality of his dealership operations and his community service.

Moran heads plan to assemble KD units in Florida

Japan's Hino to enter U.S. heavy-truck market

By Jack Walsh
Truck Editor

Japan's anticipated invasion of the big-truck market in the U. S. will get under way this year or early in 1984 with the introduction of three mid-range diesel models carrying the Hino nameplate.

Lisa Enterprises, Inc., Deerfield, Fla., will complete the assembly of the knocked-down Hino trucks in the Jacksonville area and market them through dealers still to be appointed.

Eiji Ishizu, vice president, Hino Motors U.S.A., New York, said the knocked-down units will be imported through his company, a subsidiary of Hino Motors, Ltd., Japan's top big-truck manufacturer. Hino is part of the Toyota Group.

Lisa Enterprises is the parent firm of Southeast Toyota Distributors, which is headed by Jim Moran, long-time auto/truck dealer and distributor. A separate company will be established by Lisa to assemble and market the Hino trucks.

Ishizu said the three Classes 6 and 7 models will be straight trucks with gross-vehicle weight ratings ranging from 25,500 pounds to 32,000 pounds.

The trucks will be powered by Hino in-line six-cylinder diesels rated at 160, 180 and 200 HP, with a six-speed manual transmission. Some time after their introduction, according to Ishizu, an Allison automatic transmission will be available.

Some parts for the Hino trucks — such as fuel tanks, batteries and tires — will be sourced in the U. S., he said.

Production is scheduled to begin in November, and 500 units are expected to be assembled in 1984, Ishizu noted. Output is targeted at 800 units in 1985, with about 5,000 a year possible after 1986, he added.

Initially, Ishizu indicated, the trucks will be distributed mainly in the Southeast, with wider availability due as production and marketing capabilities of the new Lisa company develop.

The likelihood of Japan's move into the nation's big-truck market was emphasized by John A. Curcio, president, Mack Trucks, Inc., in his keynote address at NADA's American Truck Dealers convention last month in Boston.

He cited an interview in a newspaper in Canada, where Hino trucks now are marketed, and noted that the head of Hino said Japanese big-truck producers can't expect any further growth in worldwide sales unless they enter the U. S. market.

"The four major truck makers in Japan have virtually exhausted the rest of the international market with only the U. S. left untouched," the Hino executive was quoted as saying.

Built to break records

This custom built Mazda RX-7 has been designed to go faster than 200 MPH and shatter two land-speed records in the Bonneville National Speed Trials for classes E and C Grand Touring cars. The car will have 13B rotary engines, which displace 80 cubic inches, for its attempts at record setting.

SERVICE INDEX
103.9*

	March., '83 vs. March., '82	3 mos., '83 vs. 3 mos., '82
Gross Profit on All Labor and P&A Sales	+ 6.8%	+ 5.1%
Repair Orders Written	− 2.6%	− 1.8%
Total Labor Sales (Customer & Warranty)	+ 1.5%	+ 4.5%
Shop Parts Sales (Customer & Warranty)	+ 4.8%	+ 4.9%
Sales of All Parts and P&A	+ 7.2%	+ 2.3%

*—Survey by Automotive News shows that dealers' service and parts business in March, 1983, was 103.9 percent of business in March, 1982. Service business in the three months of 1983 was 103.9 percent of business in the corresponding period in 1982.

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But Hahn reiterates its commitment

VW predicts more red ink in U.S.

By Jim Plegue
Staff Writer

ISERNHAGEN, West Germany. — Volkswagen does not expect to break even on its U. S. operations this year, despite cost-cutting measures and an improvement in sales of imported models, said Carl Hahn, chairman of the board of management, Volkswagenwerk AG.

But Hahn reiterated VW's commitment to building cars in the U. S. during an informal discussion with U. S. journalists on a tour of German manufacturing facilities.

"I'm a full supporter of the manufacturing investment," said Hahn, who headed Volkswagen of America from 1959 to 1964, a period of explosive growth. "I think no one recognizes what will happen to national-content policies. We all have seen what happened in the motorcycle segment.

"So I feel we should fully exploit all opportunities, the potential of both tables that we play on — the import table and the local manufacturing table. And we should not neglect the one or the other."

• Sales of imported Volkswagen models in the U. S. have increased 32 percent during the first three months of the year and VW has reduced its operating expenses by selling its Sterling Heights (Mich.) plant to Chrysler Corp. and by cutting costs at Detroit headquarters and at the Westmoreland (Pa.) assembly plant.

These moves will not be enough to put Volkswagen of America into black ink this year, Hahn said, though losses will be reduced. The U. S. economy must further improve, he said, with lower interest rates and a balanced federal budget.

Although VWoA's Rabbit GTI has been a runaway success, Hahn was less than optimistic about increased sales of the other Rabbit models built at Westmoreland.

"We are not yet in a very encouraging trend as far as the rest of the Rabbit production is concerned but I'm hopeful that we will also turn this around," he said. "The standard-size automobile is back in demand and, as long as the real interest rate is as high as it is, we will have to wait for an upturn in the economy-minded segment of the market."

The GTI, Hahn said, is an indication of the marketing direction VW will pursue to reinstate itself in the U. S. market.

• "We see very clearly that the American public is more and more sophisticated in terms of the automobile," he said. "On the one hand, there is a large segment of buyers willing to spend between $20,000 and $60,000 on a car, yet I think there must be a lot of Americans (who can't afford to spend that much) but with the same tastes.

"This is the segment of the market we will go after: The man who can afford the $6,000 to $12,000 automobile and who wants good German engineering and good handling and other characteristics.

"We feel we have a couple things coming into the marketplace that will again permit us to work our way to where we once were in the American marketplace and, more important, in terms of the American consumer's heart. We lost contact with the heart of the American consumer."

One of those new models will be the four-wheel-drive Audi 80 (the 4000 in the U. S.), which debuts at the Frankfurt Auto Show later this year and will eventually be introduced in the U. S.

• Hahn said VW has no intention of re-introducing the Beetle into the U. S, despite the warm reception it has received on the U. S. West Coast where the Mexican-built Bug is being sold by an independent firm.

Hahn called the GM - Toyota joint car-production venture "a bad deal for the United States, in terms of labor and in terms of the competitiveness of the marketplace."

Rabbit is prize for best proposal

Robert F. Sturm, second from left, an electrician at Volkswagen Westmoreland, is shown with his wife, Leslie, and plant officials as he takes possession of a 1983 diesel LS Rabbit, grand prize in the plant's 1982 Employe Participation Sweepstakes. Also pictured, from right, are Plant Manager Donn J. Viola, General Superintendent—Plant Engineering Harold W. Wiegel and Superintendent — Plant Engineering A. T. Kljun.

Gains by Chrysler, AMC boost sales for early May

New-car sales for May 1-10 were boosted 6.34 percent above their year-ago level by powerful thrusts from Chrysler Corp. and American Motors.

Domestic sales climbed to 168,524 from 158,483 last year. It was the best early May since 1979 when the total was 246,680, and the fifth consecutive 10-day increase.

All the U. S. auto makers were up except General Motors, which missed its 1982 total by 1.61 percent. American Motors released a sales estimate of 5,100, up 96.15 percent from 2,600 a year earlier. Chrysler Corp. jumped 41.65 percent, to 22,737 from 16,052.

Ford Motor Co. sales were up 1.50 percent, to 35,574 from 35,048. General Motors dealers retailed 102,302 new cars in the period, down 1.61 percent from 103,977. Volkswagen of America reported sales of 1,811 Rabbits, up 124.69 percent from 806, and Honda Accord sales were estimated at 1,000.

GM earned 60.70 percent of the market for the period, down considerably from 65.61 percent in 1982. Ford slipped to 21.11 percent from 22.11 percent. Chrysler climbed to 13.49 percent from 10.13 percent. AMC held 3.03 percent, up from 1.64 percent. VWoA picked up 1.07 percent, up from 0.51 percent, and Honda had 0.60 percent this year compared with no share in 1982.

Seven domestic makes enjoyed sales gains: Plymouth was up 62.56 percent, Chrysler was up 34.76 percent, Dodge was up 26.14 percent, Mercury was up 11.35 percent, Cadillac was up 20.84 percent, Oldsmobile was up 20.51 percent and VWoA was up 124.69 percent. Honda and Renault Alliance were not on the market at this time in 1982.

Down were: Imperial, off 56.10 percent; Ford, off 0.72 percent; Lincoln, off 7.39 percent; Buick, off 9.31 percent; Chevrolet, off 10.96 percent; Pontiac, off 8.32 percent, and AMC, off 30.77 percent.

The most recent daily selling rate averaged 21,066, up 6.34 percent from 19,810 a year ago. Annualized sales based on May 1-10 performance were moving at a rate of 6.8 million. Year-to-date sales totaled 2,205,357, up 7.17 percent from 2,057,803 last year.

DOMESTIC SALES

	May 1-10, 1983	May 1-10, 1982
AMC	1,800†	2,600†
Renault	3,300†	.....
AMERICAN MOTORS	5,100†	2,600†
Chrysler	5,490	4,074
Imperial	36	82
Plymouth	9,843	6,055
Dodge	7,368	5,341
CHRYSLER CORP.	22,737	16,052
Ford	24,972	25,155
Mercury	8,588	7,686
Lincoln	2,044	2,207
FORD MOTOR	35,574	35,048
Buick	22,405	24,704
Cadillac	7,897	6,535
Chevrolet	32,846	36,888
Oldsmobile	26,278	21,806
Pontiac	12,876	14,044
GENERAL MOTORS	102,302	103,977
VOLKSWAGEN	1,811	806
HONDA	1,000†	.....
U. S. INDUSTRY TOTAL	168,524	158,483

† Estimate.

News roundup

Nissan to have auto parts firm in Europe

TOKYO.—Nissan Motor Co., Ltd., will establish Nissan Motor Parts Centre (Europe), a wholly owned subsidiary, in Amsterdam. This facility will function as the European center for the marketing and distribution of spare parts and supplies to distributors in Europe. Nissan said the 12.4 - acre warehouse will be the largest such facility owned by any Japanese auto manufacturer in Europe. Operations are scheduled to start in the summer of 1985.

New Chicago cabs to be Chevrolets

CHICAGO.—For the first time since 1947, the two major cab companies here, Checker Taxi Co. and Yellow Cab Co., will be operating taxis not manufactured by Checker Motors Corp., according to Zollie S. Frank, of Chicago's "Z" Frank Chevrolet. The new cabs are 1983 Chevrolet Impalas from Frank's dealership.

DAF eyes U. S. assembly of buses

EINDHOVEN, The Netherlands.—DAF Truck is conducting talks with an unnamed U. S. firm with a view toward assembling DAF buses in the U. S. A decision is expected within several months.

Vauxhall launches Nova 'supermini'

LONDON.—Vauxhall has started selling the Spanish-built Nova in the UK. This is the "supermini" which was launched on the Continent last fall as the Opel Corsa.

AM General gets record Postal Service order

DETROIT.—AM General has been awarded a $38 million contract from the U. S. Postal Service to build 6,400 right-hand-drive postal delivery vehicles. It is the largest postal-service contract ever received by the American Motors subsidiary.

Ford advertising: $387 million in 1982

DETROIT.—Ford Motor spent $387 million in advertising costs in the U. S. in 1982 which, with adjustment for inflation, would equal 1981, officials disclosed at the company's shareholder's meeting. They expected ad expenditures to be up for 1983.

Nissan Stanza 4-door notchback priced at $8,699

CARSON, Calif.—Nissan has introduced its newest U. S. model, a notchback four-door sedan in the Stanza series. With a sticker price of $8,699, the new model is $600 more than the Stanza XE four-door hatchback, previously the most expensive Stanza offering. Like other Stanzas, the new notchback has a 2-liter overhead-cam engine, front-wheel drive and four-wheel independent suspension. Power steering, power windows, power locks and radio are standard on the notchback.

BMW's Radermacher quits R&D post in surprise move

MUNICH. — The man mainly responsible for the design of the latest generation of BMW 3- and 5-series sedans is to leave the company at the end of this year.

The departure of Dr. Karlheinz Radermacher, board member responsible for research and development, comes as a major surprise.

No successor has been named, and no reasons given for the change. BMW says that Radermacher asked the supervisory board to accept his resignation, which it did with reluctance.

The 3- and 5-series cars caused some consternation when they were announced because of their similarity to previous models.

It was a reflection of Radermacher's cautious approach to evolution in styling — an approach not extended to the adoption of electronics in passenger cars.

BMW, more than any company in Europe, has embraced the microprocessor and electronics for use in passenger cars.

The resignation comes a few weeks after someone at BMW leaked the minutes of a board meeting to a West German news magazine.

Der Spiegel made a big splash with the contents — which included a frank discussion about the quality and design of the latest 3-series, launched in Europe at the end of last year.

Despite the conservative changes to these two models, BMW's sales have continued to climb over the past decade. They are clearly models which the customer wants.

The change is expected to herald a new generation of models from BMW which really are different. However, these cannot appear until the late '80s and early '90s, which means that for most of the rest of this decade BMW's product profile will not change a great deal.

Radermacher, 52, joined BMW in October, 1973, from the SKF bearing manufacturer. He joined the board of management in January, 1976.

truck industry news

Duplex crash/truck chassis

Duplex Truck Division, Nolan Co., Midvale, O., has introduced the Model DCT-1500 crash/truck chassis which can be operated in either a two-wheel or four-wheel-drive model. Duplex says the 1,500-gallon capacity chassis meets all of the standards of the National Fire Protection Assn.

Sharp increase in light trucks sets the pace

April sales up 20.4 pct. over 1982

Retail sales of new light trucks in the U. S. rose sharply in April from a year ago, bringing the industry total for the month to an estimated 250,464 units, an increase of 20.4 percent over the year-earlier 208,062.

According to preliminary reports, the nation's franchised dealers and factory outlets sold 235,248 light trucks during the month, 24.3 percent higher than last year's 189,193 units.

April sales of medium trucks were down from the year-earlier month for the first time this year. Dealers sold 3,809 mediums in April, a decline of 4.4 percent from last year's 3,986 units.

But the four-month medium total was 3.3 percent higher than a year ago, 14,262 units versus 13,802.

Through April, light-truck sales totaled 860,610 units, an increase of 6.5 percent over the 807,828 retailed in the like period in 1982.

Heavies were down for both the month and the January-April period. During the month, 11,407 Classes 7 and 8 trucks were retailed, off 23.4 percent from the year-earlier 14,883. The four-month count was 43,725, down 17 percent from last year's 52,702.

• Total industry sales for the first four months climbed to 918,597 units, a gain of 5.1 percent over last year's 874,332.

Compact-truck sales were significantly higher than a year ago for both April and the four months.

During the month, dealers retailed 82,155 small trucks, an increase of 41.9 percent over the year-ago 57,910. Through April, the total of 307,301 units was 26 percent higher than the previous year's 243,887.

Sales of the domestic compacts in April were up 63.6 percent over last year—51,444 versus 31,452—and they accounted for 62.6 percent of the small-truck market.

The import count, including the captive makes, was 30,711 in April, up 16.1 percent over last year's 26,458 units. Sales of captive Ford Courier and Chevrolet LUV continue to dwindle—not one Courier was sold in April and only 641 LUVs were retailed.

Four-month sales of the domestic compacts rose to 176,723 units, an increase of 52.4 percent over the year-earlier 115,-

Table on Page 59.

967. The imports were up only 2.1 percent through April, from 127,920 units in 1982 to 130,578.

The domestic compacts' share of the total this year climbed to 57.5 percent, compared with 47.5 percent a year ago. The imports' share dropped from 52.5 percent in 1982 to 42.5 percent.

In April, Chevrolet regained sales leadership from Ford as dealers retailed 83,538 units, the division's best month this year. The total was 42.8 percent higher than last year's 58,493 units.

Ford dealers sold 73,710 vehicles during the month, down sharply from the 91,844 retailed in March but 2.3 percent higher than the 72,068 units sold in April a year ago.

Chevrolet's four-month sales totaled 293,506 units, about 6,-300 greater than Ford's 287,257. The Chevrolet total through April, however, was 0.2 percent

Continued on Page 59, Col. 1

EPA mulling options on big-truck exhaust

By Roger Rowand
Engineering Editor

ANN ARBOR, Mich. — While forecasting a continuing sharp decline in use of gasoline engines in heavy-duty trucks, the EPA is stepping up its plans to control that air-pollution source.

A staff report being distributed by EPA identifies five routes that might be taken. Those options for hydrocarbon and carbon monoxide control vary sharply in complexity and impact on users of heavy-duty gasoline engine (HDGE) trucks.

In order of increasing toughness, here are those options:

Option 1—Extend the current levels of heavy-duty engine hydrocarbon (HC) and carbon monoxide (CO) control indefinitely.

Option 2—Non-catalyst heavy-duty gasoline engine (HDGE) standards will be in force in 1985, with values of 2.5 HC and 35 CO assumed. Heavy-duty diesel engine (HDDE) control would stay at current levels because they are below those 2.5 HC and 35 CO points.

Option 2 represents the first increment of HC and CO control. It would bring HDGEs down to interim non-catalyst levels while leaving HDDEs at 1983 levels.

Option 3—Non-catalyst HDGE standards are as they are in Option 2 but, in 1985, diesel standards go to statutory levels of 1.3 HC and 15.5 CO.

"Manufacturers already have indicated control of HC emissions to the statutory 1.3 level can be achieved by HDDEs in 1985, so that is the level chosen for this option. CO is not a concern since diesel CO emissions are already well below the statutory levels," EPA said.

• Option 4—This is a split-class approach. HDGE standards would be split by gross vehicle weight (GVW) class. Gasoline-powered trucks in Classes 2 and 3 (less than 14,000 pounds GVW) would meet the statutory standards of 1.3 HC/15.5 CO in 1987/88 requiring catalytic converter control technology. Classes 4 through 8 (greater than 14,000 pounds GVW) would remain at non-catalyst levels of 2.5 HC/35 CO. HDDEs would remain at the statutory level of 1.3 for HC.

In the split-class approach, light-duty catalyst technology would be used up to Class 4. New technology would have to be developed for the larger trucks.

That raises questions of catalyst durability and cost, of course. So, but with a split class, heavy rigs could go with-

Continued on Page 18, Col. 5

48-acre complex in Cleveland sold by White Motor

CLEVELAND. — The last manufacturing property of White Motor Corp. — its 48-acre Cleveland complex — was sold for $925,000 to Anthony J. Asher in a crowded U. S. Bankruptcy courtroom.

There were no other bidders.

White Motor has filed for reorganization under Chapter 11 of Federal Bankruptcy laws, and the plant was ordered sold to pay claims.

Asher said he plans to use the vacant property as an industrial park, but also is exploring other uses.

The property, four miles east of downtown on E. 79th St., has 31 acres under roof and a floor area of 1.9 million square feet. It includes a 140,000-square-foot office building with cafeteria and six storage vaults.

Wallace B. Askins, White Motor chairman, said the firm is retaining an office building and other minor property on the east side of E. 79th St. for the continuation of the corporate entity.

Tech-Trans bought by Bivouac Industries

VANDALIA, Mich. — Bivouac Industries has purchased Tech-Trans, Inc., Bristol, Ind., builder of the Gerring Luxury Van. Scott Chapman, Bivouac president, called the purchase "strictly a financial investment."

"There is no intention for any type of merger or joining the two companies," he said. "Tech-Trans will continue under its present management, utilize its own design concepts, manufacturing facilities and marketing programs."

Brisk trailer demand reported by Fruehauf

By Kathleen Hamilton
Financial Editor

DETROIT. — Inquiries on Fruehauf trailers are at their best level in three to four years, and those inquiries have translated into orders: Fruehauf Corp. is writing more than double the number of several months ago, according to company officials.

The news of the upturn provided a pleasant contrast for Fruehauf executives, reporting to shareholders at the annual meeting here on last year's loss —the first in 24 years for the corporation.

Chairman Robert D. Rowan predicted industrywide trailer sales of 106,000 to 110,000 units in 1983, compared with 97,000 in 1982 and 120,000 in 1981 — even that, a down year.

Cost-cutting measures have reduced Fruehauf's break-even point so low that the company was able to make money on its trailer operations in February when it was producing at only 30 percent of capacity, Rowan said.

• The uncertainty in the market caused by deregulation and changes in size limits has abated, according to Fruehauf officials. They see the new regulations allowing larger trailers and double units as a bonus for their sales in 1983.

Fruehauf also has developed a fleet of trailers with gullwing doors and sliding side doors to supply plants with just-in-time inventory systems, said President Thomas J. Reghanti.

The upturn in orders began about six weeks ago, when Fruehauf introduced 11½-percent financing for trailers, according to Charles P. Jacoby, Fruehauf Division general sales manager. But the upturn continued even after the low-interest loans ended at the end of April, he said.

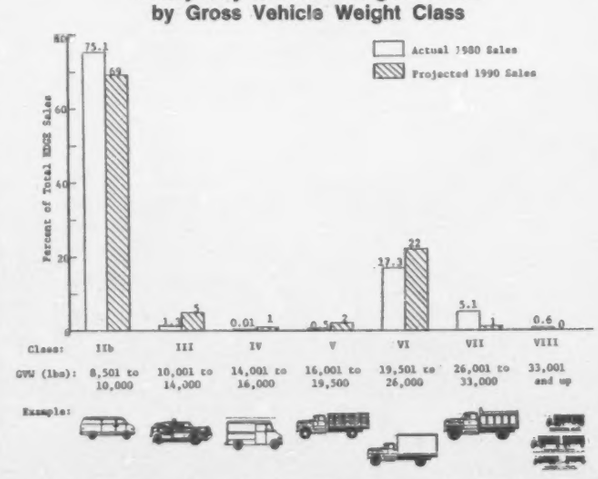
Purchasers of 48-foot units have provided much of the impetus, he said. The confusion caused by law changes involving double trailers has depressed the common-carrier demand, he added.

• The corporation is expected to begin making money toward the end of the second quarter, and second-half profits are expected to offset first-half losses, Rowan said.

Kelsey-Hayes operations were

Continued on Page 24, Col. 5

Heavy-duty Gasoline Engine Sales by Gross Vehicle Weight Class



Source: Standards Development and Support Branch, Emission Control Technology Division, Office of Mobile Source Air Pollution Control, Office of Air, Noise and Radiation, U. S. Environment Protection Agency.

IH calls selling below cost vital to itself, dealers

DETROIT. — Price slashing among big-truck manufacturers is rampant in the current slump, but International Harvester has defended its actions as crucial to its own and dealer interests.

Neil A. Springer, Truck Group president, admitted that some International trucks are being sold below cost, but he said it was necessary to maintain its market share and to keep its dealer network strong.

Cost slashes have enabled IH to price its trucks lower than some competitors, he said. Still, IH prices always cover variable costs which are estimated at 80 to 85 percent of the total, he added.

In the first two months of 1983, International medium and heavy-trucks accounted for 27 percent of total registrations, compared with No. 2 Ford's 23 percent.

At the same time a year ago, International's share of the total was 24 percent and Ford had 22 percent.

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Americans need to drive less, he says

Analyst outlines auto attitude shifts

By A. S. Plotkin
Staff Correspondent

CAMBRIDGE, Mass. — The basic American attitude toward automobiles has undergone a subtle but significant change in recent years.

The oft-stated and obvious observations are that motorists are holding onto their cars much longer, and that the new cars they do buy are smaller and more "functional."

To these trends, transportation analyst K. H. Schaeffer adds that people are driving less, not because they can't afford to, but because they need to drive less.

Schaeffer said that these movements actually began in the early 1970s — before the Arab embargo produced the first major oil shock. And they are trends, he said, that are essentially unaffected by the recent softening of gasoline prices.

Shortly after retiring after 12 years on the staff of the U. S. Transportation Systems Center here, Schaeffer went to Hamburg, Germany, to address a world conference on transport research. Before he left, he discussed his views on the changed American attitude during an interview at his home.

The ownership of a car in the U. S. is "hardly a status symbol any more," Schaeffer said. "Likewise, it is not a status symbol to drive more rather than less, to commute 20 and more miles rather than five or fewer, to shop at a distant mall rather than an equivalent local mall."

An underlying reason, he said, is that the demographics in the suburbs have changed. "We now have the second postwar generation of suburbanites, the maturing of the baby boom," he said. "They can now operate in their own suburban sectors almost exclusively.

"They hardly need to go to shop downtown in the big core city, or to any other suburban section. The suburban clusters are now so homogenized."

Government surveys, Schaeffer said, show "a decline in motor-vehicle usage at the upper income levels."

"In the American society of the 1980s, there are better ways to spend one's time than behind the wheel," he said. "The proverbial Sunday drive of the 1920-1950 era is as dead as the hula hoop.

"A functional vehicle," he continued, "and the ability to drive are necessities, but only in very limited and shrinking circles must the vehicles be new or expensive.

"The vast majority of people appear to be satisfied if the vehicle gives reliable, simple and comfortable private transportation."

But, Schaeffer said, this does

Continued on Page 22, Col. 1

CONGRATULATIONS TO THE DEALER OF THE YEAR FROM THE DIESEL OF THE YEAR.

Rick Warner and his son, Bart C. Warner

1983 TRUCK DEALER OF THE YEAR RICK WARNER TRUCKLAND

SALT LAKE CITY, UTAH.

When *Business Week* magazine and the American Truck Dealers Division of the NADA set about selecting their 1983 Truck Dealer of the Year, they looked for a person with special qualifications.

An outstanding record of truck merchandising. A strong commitment to community service. A career marked by innovation and the highest standards of professionalism.

They found their man in Richard L. (Rick) Warner, a Ford and IVECO dealer in Salt Lake City, Utah.

President of Rick Warner Ford and Rick Warner Truckland, this year's winner has spent the last three decades building his dealership into one of the country's largest. With gross sales for 1983 projected at $90 million, Rick Warner's operation epitomizes the tremendous opportunity available in today's car and truck business.

"I think one reason for our success is our ability to meet almost every truck customer's needs," he says. "IVECO's Z-Range diesels have filled a significant size and GVW gap in the truck market, and we're very excited about the contribution they're making to our bottom line."

Assisted in the management of the dealership by two of his nine children, Bart and Richard, Jr., Rick Warner currently employs 340 people, working in more than 20 distinct operation and profit centers.

And while engineering the growth of his organization, Rick has also compiled a long and distinguished record of community service, with active participation in dozens of business, cultural, civic and religious activities.

We at IVECO are proud to have dealers like Rick Warner selling our diesel trucks, and we heartily congratulate him on his well-deserved award.

For information on joining the growing family of fine IVECO dealers, just call James R. Bostic, President, at **1-215-825-3880.**

IVECO
The diesel truck that pays for itself

EPA mulls options on emissions by big trucks

Continued from Page 16

out catalytic converters.

"This option has the added advantage that in future years it would remove the last large, legitimate source of demand for leaded gasoline at the retail level—Classes 2b and 3 trucks.

"Classes 4 through 8 trucks and buses in large part obtain their fuel from private distribution systems rather than from retail outlets. This would not only directly reduce ambient lead levels by eliminating lead emissions from Class 2b and 3 trucks, but should also result in decreased misfueling in all motor vehicles by reducing the availability of leaded fuel," EPA said.

• The toughest option would reduce standards for all heavy-duty engines to the statutory levels of 1.3 HC and 15.5 CO in 1987-1988.

EPA researchers apparently are wary of the latter option.

The 16-page staff report says:

"Although development work by both vehicle manufacturers and suppliers is continuing, it is important to note that manufacturers continue to maintain that catalysts are not yet technologically feasible or, at least, would be overly expensive in these applications.

"Of course, this option also would essentially eliminate any legitimate need for leaded gasoline."

Where's The Automotive World Headed?

Automotive News World Congress

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Factory, dealers promote 'CaliFormula' effort

AMC develops California program

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES. — A multimedia sales and promotional program geared specifically to the California market has been launched by AMC/Renault.

Called the CaliFormula, the effort ties together diverse elements in the AMC/Renault/Jeep product lines to give the company's dealers a unified identity and more exposure, according to Peter G. Guptill, sales manager-West.

AMC's California penetration has traditionally lagged behind the company's national share, and the many changes that have occurred at AMC since its affiliation with Renault have further blurred its dealers' image here.

However, the product changes in the car line since the marriage have given the firm a unique opportunity to forge a new image among import-conscious Californians.

Guptill said the company really didn't have a car that captured the imagination of California buyers until the Fuego.

"It was the first vehicle introduced by our company that had at least the same, if not greater, acceptance in California as anywhere else," he said.

"That showed us that Californians did not necessarily tune us out," Guptill continued. "It showed they would react, although it was a specialty-type car.

"The Alliance proved that the reaction wasn't a fluke. The same kind of response was engendered," Guptill said of the Alliance debut.

• Taking a cue from the positive reception of these vehicles, Guptill said the field organization, through meetings with dealers, decided a program was needed to give greater exposure to these products, and also to draw on the strength of the Jeep line, which has fared well in the state.

"We needed more advertising and exposure," Guptill said, adding that a traditional dealer-association program wasn't necessarily the answer.

"What may go in Boston and Chicago may not go here," he said. "We need to attack the problem from every side and hit it in different ways. Television is eminently forgettable."

However, a program that ties print ads, 3-D billboards, point of purchase materials, special-event sponsorship and consumer product related promotions to TV spots would stand a better chance of cutting through ad clutter and reinforcing the message.

"We want to come at people from all different angles," Guptill said. "We don't want to approach it piecemeal."

The CaliFormula theme is twofold, according to William C. Carroll, zone manager for California and six other Western states.

First, it gives the dealer an opportunity to package the different products in the line together with the different services within the dealership under one banner.

Second, it lets the consumer know that the dealer has all the ingredients available to make a deal, Carroll said.

"It's basically five parts," Carroll explained. They are quality, wide vehicle selection, competitive prices, parts and services, emphasizing 90 dealers in California and finally, "the CaliFormula Clincher."

"The consumer knows that at any time, there is going to be some sort of program to sweeten the deal," Carroll said. "Right now, it's free soft tops on CJs and 9.9 or 11.9 percent financing on some of our units.

• "The CaliFormula program will have product, merchandising, advertising, showroom displays and public relations events all geared to the theme,'" Guptill added.

"The program was developed by the field organization so the field organization would support it. We wanted it to have the look, feel and flavor of a California program."

Dealers, who put up $500,000 to help launch the program, attended a meeting last month to kick off the effort. Following the meeting, the dealers attended the Long Beach Gran Prix, where Renault was racing.

That financial commitment by the dealers, as well as the money put up by AMC/Renault, "represents the largest corporate and association commitment ever," Carroll said.

"It's a realization that California is the most important state for the sales of our vehicles," he said.

The program will go beyond radio promotions, co-promotions with department stores and soft drink bottlers and shopping mall displays (which are integral elements) by offering specific model changes that will appeal to California tastes, Guptill concluded.

Recognizing that stripes alone do not a California package make, the changes will be substantial, Guptill said. He declined to elaborate.

He did note, however, that "you're not going to fool Californians. They still know and love cars and view them as an extension of their personality. They want more than four wheels and a box."

Dodge's driving champions

Carroll Shelby joins the winners of Dodge's first National Collegiate Driving Championships, held in Daytona Beach during spring break. The winners are, from left, Matthew Allen, University of Toledo, third place; Joe Heinz, St. Ambrose College, first place, and Tom Bonardi, Embry Riddle Aeronautical University, second place. Each student won the use of a Dodge Shelby Charger for a year and a scholarship. Heinz won $5,000, Bonardi received $3,000 and Allen earned $2,000. Some 3,000 students drove in the Solo II-type rally.

Zimmer reports gains, forecasts record '83

POMPANO BEACH, Fla. — Zimmer Corp., announced that earnings for the 16 weeks ended April 16 more than tripled to $516,000 (11 cents a share) from $162,000 (4 cents a share) a year earlier.

Sales rose 19 percent in the period, to $38.52 million. Chairman Paul H. Zimmer, speaking at the firm's annual meeting, forecast record sales and earnings in 1983. The company makes RVs, modular homes and a neoclassic specialty car, Golden Spirit.

Dealer McCune honored as Businessman of Year

NATIONAL CITY, Calif. — Tony McCune, owner of McCune Chrysler-Plymouth here, has been named Businessman of The Year, by the National City Chamber of Commerce.

McCune founded the dealership in 1948. He served on the Chrysler-Plymouth dealer council in 1981 and is a member of the Pacemaker Club, a group of C-P dealers whose annual sales and service performance meets specific goals. He also is a director of the Better Business Bureau of San Diego.

Dealership opens

JEANERETTE, La. — Jacqueline L. Edgar has opened Edgar Chevrolet, Inc., here.

IMPORT SALES BY MODEL

	March 1983	March 1982	3 mos., 1983	3 mos., 1982
Alfa Romeo	320	190	609	397
Audi	3,651	4,280	9,343	10,076
4000	985	1,290	2,556	3,147
4000d	170	326	532	906
5000	1,151	1,596	3,045	4,118
5000d	.....	223	.....	688
5000 Turbo	253	488	670	1,292
5G00d/TD	725	.....	1,520	.....
Coupe	261	357	793	925
Quattro	73	.....	177	.....
Tourist	33	.....	50	.....
BMW	4,707	4,343	12,607	11,554
320	2,574	2,918	7,540	7,538
528	1,378	946	3,304	2,624
633	250	156	585	451
733	505	323	1,178	941
Chrysler/Mitsubishi	8,885	7,778	22,980	28,225
Colt	6,204	5,569	16,399	21,284
Sapporo	1,173	982	2,857	3,098
Challenger	1,508	1,227	3,724	3,843
DeLorean	.....	204	.....	824
Fiat	300†	2,765	1,276†	4,871
Strada	.....	469	.....	2,059
Brava	.....	571	.....	945
X-1/9	.....	386	.....	700
Spider	.....	1,339	.....	1,167
Honda	29,958	29,594	88,416	94,260
Civic	12,241	10,364	37,616	51,250
Accord	17,694	16,087	50,418	32,832
Prelude	23	3,143	382	10,158
Isuzu	3,023	1,208	5,668	3,447
Jaguar	1,441	719	2,958	1,845
Lancia	30†	90	175†	157
Mazda	18,196	15,869	45,483	37,918
GLC	5,432	5,658	12,528	13,388
626	6,766	4,643	18,818	13,433
RX-7	5,998	5,568	14,137	11,097
Mercedes-Benz	6,954	5,764	16,013	14,995
240D	1,373	1,338	3,071	3,808
300D	1,843	1,224	4,291	3,169
300CD	166	158	406	422
300TD	230	263	608	790
300SD	1,681	1,564	3,727	3,636
280E	.....	3	.....	21
280CE	.....	.....	.....	1
380SEL	493	314	1,272	721
380SL	975	716	2,204	1,971
380SEC	193	282	433	447
Miscellaneous	.....	2	1	9
Mitsubishi	3,222	.....	7,091	.....
Starion	544	.....	1,266	.....
Cordia	1,336	.....	3,004	.....
Tredia	1,342	.....	2,821	.....
Nissan	49,223	47,226	135,733	115,665
210	48	15,695	290	37,196
Sentra	19,672	.....	56,883	.....
310	342	6,522	1,566	15,569
Pulsar	5,404	.....	15,131	.....
Stanza	5,267	6,774	14,730	16,061
Maxima	6,163	4,812	16,404	11,968
200SX	4,556	5,805	11,513	16,182
280ZX	7,258	7,177	18,025	17,459
Hawaii	513	437	1,191	840
Other	.....	4	.....	390
Peugeot	1,629	1,232	3,761	3,431
504D Wagon	111	154	273	436
505	912	77	2,082	347
505D	37	355	95	857
505TD	473	460	1,115	1,549
604TD	80	55	159	190
Tourist	16	31	37	52
Porsche	1,980	1,173	4,942	2,968
924	.....	374	.....	913
924 Turbo	.....	126	.....	379
944	1,025	.....	2,524	.....
911SC	461	458	1,285	1,049
911 Cabriolet	170	.....	217	.....
928	273	215	805	627
Tourist	51	.....	111	.....
Renault	2,422	3,018	5,930	7,451
LeCar	1,231	1,375	2,672	4,367
18i	303	1,643	721	3,084
Fuego	888	.....	2,537	.....
Saab	2,245	1,473	5,999	3,928
900	572	374	1,504	1,013
900S	588	281	1,484	717
Turbo	1,066	807	2,954	2,174
Tourist	19	11	67	24
Subaru	14,383	13,440	38,642	37,652
Toyota	51,505	47,479	135,954	126,153
Starlet	990	1,877	3,189	4,917
Corolla	13,290	15,623	35,899	41,803
Tercel	14,996	11,413	42,865	30,884
Celica	10,240	11,086	28,255	29,161
Supra	3,299	3,045	8,616	7,554
Corona	2	861	12	2,707
Cressida	3,664	2,920	9,843	7,232
Land Cruiser	435	277	1,360	750
Hawaii	409	377	1,239	1,145
Camry	4,180	.....	4,226	.....
Volkswagen	8,140	6,100	20,737	15,613
Rabbit Convertible	1,325	869	2,949	1,177
Jetta	1,949	1,817	4,993	5,988
Vanagon	1,363	1,174	3,681	2,770
Quantum	1,818	741	4,619	1,816
Dasher	.....	104	.....	374
Scirocco	1,685	1,395	4,495	3,588
Volvo	8,265	7,127	22,932	20,011
DL	4,040	4,087	11,592	11,153
GL	1,639	973	4,604	2,933
GLT	.....	33	.....	172
GLT Turbo	1,098	1,049	3,191	2,880
GLE	25	203	161	698
DL Diesel	.....	51	.....	256
GL Diesel	462	613	1,562	1,631
Coupe	2	5	6	43
760 Gas	582	.....	873	.....
760TD	216	.....	512	.....
Tourist	201	113	431	245
TOTAL IMPORTS	220,479	201,072	587,248	541,441

factories list auction dates

American Motors

May 10—D-A Auto Auction, New Stanton, Pa.

May 11—Southern Auto Auction, Warehouse Point, Conn.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Columbus Fair Auto Auction, Obetz, O.

May 12—Minneapolis Northstar Auto Auction, Shakopee, Minn.

May 13—Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

May 17—Aptco Auto Auction, Taylor, Mich.

May 18—Central States Auto Auction, Mason City, Ia., and Columbus Fair Auto Auction, Obetz, O.

May 19—Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

May 24—D-A Auto Auction, New Stanton, Pa.

May 25—Southern Auto Auction, Warehouse Point, Conn.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Columbus Fair Auto Auction, Obetz, O.

May 26—Minneapolis Northstar Auto Auction, Shakopee, Minn.

May 27—Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

May 31—Aptco Auto Auction, Taylor, Mich.

June 1—Central States Auto Auction, Mason City, Ia., and Columbus Fair Auto Auction, Obetz, O.

June 2—Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

General Motors

May 17—Fredericksburg Auto Auction, Fredericksburg, Va.

May 18—Metro Auto Auction of Kansas City, Lee's Summit, Mo.

Meier elected

BEAVERTON, Ore.—James L. Meier, owner of Volkswagen of Beaverton, Inc., nas been named chairman of the area's 1983 Volkswagen Dealer Advisory Council. Meier was elected by fellow VW dealers at a council meeting at Riviera Motors, Inc., which is the VW distributor in Washington, Oregon, Idaho, Montana and Alaska.

May 19—Aptco Auto Auction, Taylor, Mich.

May 24—Southern Auto Auction, East Windsor, Conn.

May 24—Minneapolis Northstar Auto Auction, Minneapolis, Minn.

May 26—Nashville Auto Auction, Nashville, Tenn.

Ford Motor Co.

May 17—Aptco Auto Auction, Taylor, Mich.

May 18—Lakeland Auto Auction, Lakeland, Fla.; Golden Gate Auto Auction, Fremont, Calif.

May 24 — Harrisonburg Auto Auction, Harrisonburg, Va.

May 25—Columbus Fair Auto Auction, Obetz, O.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.

Chrysler Corp.

May 24—Aptco Auto Auction, Taylor, Mich.

Used Car Sales
Auction Averages

May to date	$5,067
Months ago	$5,045
Year ago	$4,824

Model breakdown
Auction Averages

	MAY TO DATE	APRIL	MARCH
1983	$ 9,182	$ 8,595	$10,292
1982	7,561	8,142	8,112
1981	6,232	6,140	6,046
1980	5,245	5,342	5,195
1979	4,522	4,498	4,589
1978	3,330	3,511	3,496
1977	2,657	2,828	2,637
1976	2,037	2,012	2,232
Overall Average	$ 5,067	$ 5,069	$ 5,010

used-car auction directory

Display Rates: $64.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time $20.00; 13-times, $18.50; 26-times, $16.50; 52-times, $13.50. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 12 days in advance. Next Closing: May 11.

MICHIGAN

APTCO AUTO AUCTION
20911 GLADWIN
TAYLOR, MICHIGAN 48180
(313) 285-7300

BIG FACTORY AUCTION SALE
TUESDAY, MAY 24, 1983
Starting Time At 10 A.M.
CHRYSLER CORP.
FACTORY AUCTION SALE
Approximately 250 cars, vans & trucks
Appearance reconditioned & front-line ready
Followed by Our
APTCO BIG REGULAR CONSIGNMENT SALE
(Open to all Licensed Auto Dealers)
A Subsidiary of Anglo American Auto Auctions, Inc.

CONNECTICUT

ATTENTION GM DEALERS
Your next Factory Auction for the New England, New York, New Jersey area will be:
Tuesday, May 24th at 11:00 AM
Please phone or write to be on our Mailing List
SOUTHERN AUTO AUCTION
P.O. Box 388, Rt. 5, East Windsor Ct., 06088 - 203-623-2617

TEXAS

PAT PATTERSON'S Amarillo Auto Auction, Inc. 36 years serving most major fleet and lease companies. 3508 E. 10th, Amarillo, Texas, 806-372-2206.

TEXAS

ABILENE DEALERS AUTO AUCTION. Texas' newest and most modern auction. Approved by Ford Motor Co. Handling Budget, Hertz, Avis, etc. Abilene, Texas, 915-698-4070.

NEW MEXICO

GREATER ALBUQUERQUE AUTO AUCTION. New Mexico's only dealer auction. Sale every Tues. 11 A.M. Member NAAA & WAAA. 2019 Menaul NE, 505-883-7772.

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, S. C.

ARIZONA

Southwest Auto Auction. Lease/fleet accounts & bank repos welcome. Member NAAA and NAFA. 3420 South 48th St., Phoenix, 602-894-2211. Since 1971.

AUCTION SCHOOL

Mendenhall School of Auctioneering. America's Top-Quality Auction School. Vet Ap Free Cat. Write or Call: P.O. Box 7344 High Point, N. C. 27264. (919) 887-1165.

CALIFORNIA

Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, CA 94538. 415-657-5660 Complete service out-of-state lease, fleet accounts. Fred Boardman, Jack Bowman.

COLORADO

Denver Auto Auction, 4285 South Santa Fe Englewood, Colorado 80110. Sale every Friday, 303-761-1410, 303-761-1459.

INDIANA

MID STATES AUTO AUCTION
25784 Western Ave.
South Bend, Indiana
Sale every Wednesday 6:00 P.M. and every Friday 12:00 Noon. PERSONAL ATTENTION given in the handling of vehicles for Fleet Operators and Leasing Firms. Phone 219-289-7767.

ILLINOIS

Greater Chicago Auto Auction. Every Thursday—1 P.M. Sharp. 800—1,000 cars & trucks. 312-597-3600.

LOUISIANA

Bob French's Shreveport Auto Auction. Since 1953. We cater to lease & Flee accounts. Thurs. 7 P.M. 814 Grimmet Drive, Shreveport, La. 318-222-5784.

MARYLAND

BEL AIR AUTO AUCTION
BEL AIR, MARYLAND
Over 35 years serving auto dealers
SALE EVERY THURSDAY, 11 A.M.
FULL SERVICE AUCTION
Member NAAA
Call: 301-838-5880 or
301-879-7950
Rt. 1, Bel Air, Maryland 21014

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO. • GMAC
SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N. J. 07006
(201) 227-0100
6 Lane Selling Every Tuesday

WASHINGTON

Bob McConkey & Sons. So. Seattle Auto Auction, the Lease Specialist. 206-872-6600, P. O. Box 5189, Kent, WA 98032

PENNSYLVANIA

BUTLER AUTO AUCTION
Proudly Hosts
PITTSBURGH'S SECOND
GM
GENERAL MOTORS FACTORY SALE
FRIDAY, JUNE 3RD - 11:00 A.M.
Approximately 200 83's & 82's Units
GENERAL MOTORS DEALERS ONLY
Make Plans To Attend Now!
Complimentary Breakfast - 8:00 to 10:00 A.M.
For Additional Information Call
BUTLER AUTO AUCTION
412-443-7211
KRAMER ROAD
GIBSONIA, PENNSYLVANIA 15044
COX Communications, Inc.

MINNESOTA

• MPLS. AUTO AUCTION •
MINNEAPOLIS AUTO AUCTION
GIANT PURE SALE
With Special Rental & Lease Return Sale
May 18th
11:00 A.M.
Regular Consignment Sale,
12:00 P.M.
3 RINGS
RECON FACILITIES, PICKUP ANYWHERE
MINNEAPOLIS AUTO AUCTION
1125 NATHAN LANE
MINNEAPOLIS, MINN. 55441
612-546-2403
MINNEAPOLIS AUTO AUCTION
• MPLS. AUTO AUCTION •

NEW YORK

Northway Exchange, Inc., Rte. 146, Clifton Park, N.Y. Auction, 518-371-7500; Recon, 371-7800. Northeast's Finest — Every Thursday 11:30 A.M. sharp.

NEW YORK

Buffalo Thruway Auto Auction, 2727 Broadway, Buffalo, N.Y. Sale every Tuesday at 12:30. 716-892-2111.

NEW YORK

Newest Auction—Empire State Auto Auction. Sale every Weds., 6 PM & every Sat., 10:30 AM. Fleet & lease accts. welcome. 3 lanes. 400 cars. 516-968-8832.

OHIO

Wednesday Auto Auction. Exit 49 on I-270 Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. 614-871-2771.

Topaz kickoff

Lincoln-Mercury kicks off Topaz advertising today (May 16) in all major news weeklies plus three buff books that carry a four-page gatefold. Some 21 magazines are on the launch list. Young & Rubicam handles.

'Advanced' features stressed in ads for L-M's Topaz

By Joseph Bohn
Marketing Editor

Lincoln-Mercury begins Topaz advertising in print today (May 16) with four-page gatefolds with the theme, "As advanced as those who will own it."

The strategy, according to John Vanderzee, ad manager, is to position the car as more "enlightened" or advanced in terms of aerodynamic styling, solidity, handling, responsiveness — and new features, such as 2300-cc HSC engine and computer controls.

"This is not a Zephyr replacement," Vanderzee said. "People who love their Zephyrs will probably not care for Topaz. They most likely move into Marquis."

L-M is going after imports as well as domestic competitors like General Motors' X and J-cars, and has a special Western campaign that is different from that in the other states.

It encompasses spot TV and network regional feeds in five Western states and uses a series of six 30-second commercials. Each one details some aspect of the Topaz story — handling, engine, safety, etc.

"What we're saying is we cannot tell you all about the car in 30 seconds. We invite you to call an 800 number for a special 24-page book that really details the car," Vanderzee said.

"The booklet is not a sales brochure. It is a strong piece designed to detail the full story of quality, integrity, etc," he added.

"We found out in our research that if we are ever going to get the people who own or are considering an import, we've got to give them a helluva lot of information about the car."

• In the other 45 states, L-M took a mini documentary approach. It takes viewers back to the early stages of Topaz, with consumers talking about certain things they wanted in the car—then showing how the car was designed, engineered and tested to deliver these things. The signoff is "a more enlightened approach."

All in all, Topaz gets a bigger dollar launch during the six-week introductory period than did the new Cougar during its launch last fall.

There are 21 magazines on the launch list, plus Sunday supplement newspaper (June 5); also heavy TV, which kicks off with "Parade of Stars" on ABC May 22 and "60 Minutes" plus the Tony Awards June 5. These comprise the three major TV specials.

A lot of 30- and 60-second spots will be shuffled into L-M's existing schedule. Topaz shares most of the ad dollars with Cougar during the May/June period, though some additional support continues on other car lines.

A typically equipped Topaz with automatic transmission, power steering, tinted glass and air conditioning will go for about $9,300, according to an L-M spokesman.

A special California package which includes many standard features puts the car at $8,987. L-M has two series of Topaz—a GS and LS series—and expects most of the volume in the lower GS series.

Young & Rubicam handles L-M advertising.

Profit Builders wins damages from copycats

FT. LAUDERDALE, Fla. — Automotive Profit Builders, Inc. (APB), won damages of $392,795 from two former employes who operate a second sales system, One on One, in a Circuit Court suit here.

The ruling by Judge Mel Grossman also enforces an injunction issued in late 1980.

APB, founded and headed by George M. Libin, developed an automobile sales system, sells it to dealers and trains dealership personnel in its use. It is known as the Controlled Track Sales System.

The court, in the earlier suit, found that two former APB employes, Brian Finnegan and Albert DeArellano, founded their own sales system company under the name One on One.

Libin charged that, contrary to a confidentiality agreement signed when the two joined APB, they copied the APB program in setting up One on One.

An injunction was issued Dec. 24, 1980. In May, 1982, Libin found them still marketing a program "virtually identical" to APB's system.

APB then filed its petition for enforcement of the injunction and for contempt. It was that case on which Judge Grossman ruled in favor of APB.

APB was organized by Libin in 1968 and currently has about 300 client dealerships.

53-day supply on hand May 1

Domestic-car inventories dip again

Continued from Page 1

percent, and luxury, 7.6 percent.

The May 1 days-supply figures by market class were:

Subcompact—Accord, 16; Alliance, 39; Chevette, 57; Horizon, 58; Charger, 59; Escort, 60; Lynx, 60; Eagle SX/4, 62½; Turismo, 63; Pontiac 1000, 66½; Omni, 67½; Spirit, 75; EXP, 90; Rabbit, 91½, and LN7, 94.

Compact—Cavalier, 33; Skyhawk, 36; Pontiac 2000, 43; Reliant, 48; Firenza, 52; Aries, 53; Camaro, 59; Firebird, 63; LeBaron, 63; Dodge 400, 63; Zephyr, 65; Fairmont, 69; Cimarron, 73½; Mustang, 102, and Capri, 123.

Intermediate — Cutlass coupe, 24; Cutlass four-door, 30; Cougar, 34; Malibu, 43; Skylark, 47; Regal four-door, 47; New Yorker E, 48; Concord, 48; Celebrity, 48½; Omega, 50; Regal coupe, 51; Ciera, 52; Marquis, 55; Century, 57; Monte Carlo, 60; Bonneville, 60; Pontiac 6000, 63; Thunderbird, 66; Grand Prix, 71; Citation, 74; Eagle, 74; Chrysler E Class, 75; Dodge 600, 78; LTD, 81, and Phoenix, 94.

Standard—Olds 88, 26½, Olds 98, 31; LeSabre, 33; Grand Marquis, 45; Gran Fury, 50; Electra, 51; Diplomat, 52; Crown Victoria, 54; Chevrolet, 63; Chrysler Fifth Avenue, 69; Cordoba, 78; Mirada, 121, and Pontiac Parisienne, 220.

Luxury—Corvette, 23½; Lincoln, 39; Riviera, 46; Imperial, 50; Cadillac, 56; Eldorado, 61; Seville, 61; Mark VI, 73; Continental, 95.

NEW-CAR STOCKS

	May 1, 1983	Apr. 1, 1983	May 1, 1982
Alliance	39	46	....
Spirit	75	144	71
Concord	48	87	73
Eagle	74	94	30
Eagle SX/4	62½	63	66
AMERICAN MOTORS	45	58	73
Horizon	58	63	89
Turismo	63	60	101
Reliant	48	45½	66
Gran Fury	50	43	56
Plymouth	52	50	74
LeBaron	63	58	72
Cordoba	78	66	93
E Class	75	68	....
New Yorker E	48	45	....
Fifth Avenue	69	64	49
Chrysler	66	60	66
Imperial	50	41	77
Omni	67½	67	89½
Charger	59	57	98½
Aries	53	60	77
Dodge 400	63	66	112
Dodge 600	78	72	....
Diplomat	52	54½	59
Mirada	121	109	112
Dodge	61	62	85
CHRYSLER	59	57	76
Escort	60	53	68½
EXP	90	103	152
Mustang	102	83	82
Fairmont	69	47	58
LTD	81	66	....
Thunderbird	66	67	95
Crown Victoria	54	47	32
Ford	69	57	71
Lynx	60	60	61
LN7	94	82	67
Capri	123	95	77
Zephyr	65	35	32
Marquis	55	64	....
Cougar XR7	34	43	87
Grand Marquis	45	40	46
Mercury	53	53	55
Lincoln	39	40	40
Continental	95	56	73
Mark VI	73	68	60
Lincoln	56	51	54
FORD MOTOR	64	56½	66
Skyhawk	36	67½	135½
Skylark	47	82	58
Century	57	53	86
Regal 4-door	47	58	59
Regal coupe	51	61	56½
LeSabre	33	46	40
Electra	51	55	51
Riviera	46	60	54½
Buick	46	59½	52
Cimarron	73½	83	108
Seville	61	48	85
Cadillac	56	48	55
Eldorado	61	46	54½
Cadillac	59	49½	62
Chevette	57	77	89
Cavalier	33	67	130
Citation	74	108	77
Camaro	59	64	31
Malibu	43	48	46½
Celebrity	48½	51	137
Monte Carlo	60	60	63
Chevrolet	63	59	91
Corvette	23½	80	70
Chevrolet	52	61	69
Firenza	52	61	159
Omega	50	80	57
Ciera	52	46	82
Cutlass 4-door	30	25	52
Cutlass coupe	24	41	47
Olds 88	26½	29½	34
Olds 98	31	40	40
Toronado	55	57	49
Oldsmobile	36	40	52
1000	66½	88	93
20000	43	52½	153
Phoenix	94	121	86
Firebird	63	63	25
Bonneville	60	46	62
6000	63	47½	149
Grand Prix	71	62	61
Pontiac	65	60	71
GENERAL MOTORS	49	54	63
Volkswagen	91½	98	83½
Honda	16	25	....
TOTAL	53	55½	66

California vehicle board elects Cone president

SACRAMENTO. — Allan E. Cone has been elected president of the California New Motor Vehicle Board for 1983.

Florence Post has been named vice president, and Sam W. Jennings continues as executive secretary.

Tempo ads begin May 22; 1983 sales goal is 200,000

Continued from Page 6

upbeat music of "Pick up the Tempo."

There are four commercials, all variations of this scene, being used during the launch period.

TV talks about some of Tempo's technical features, but its real purpose is to introduce the Tempo as a new car and create name awareness, Wagner said.

The technical features will be heavily touted in magazines which encompass a broad run. Wagner noted Ford was using "inside covers, double pages," etc., and all the major magazines for its intro.

Ford officials also began a series of press conferences last week, running in 100 major cities, touting the new vehicle. The biggest conference will be in New York, where Ford Chairman Philip Caldwell will preside over a ride-and-drive staged on the aircraft carrier Intrepid.

• The Detroit FDA meanwhile is running a $650,000 promotional effort, 80 percent of it in media advertising. It includes a Continental Airlines giveaway and the "World's Largest Car Sale" being held May 26-28 at the Michigan State Fairgrounds. The sales spree is timed to coincide with the Grand Prix race week in Detroit.

More than 2,000 new Ford cars and trucks will be displayed, according to Robert L. Thibodeau, chairman of the Metro Detroit FDA and owner of Bob Thibodeau Ford.

All six media will be used in the saturation campaign. Ford dealers are also providing 62 courtesy cars — 31 Mustangs and 31 Thunderbirds — for the use of Detroit Grand Prix personnel.

As part of their promotion, they are running heavy direct mail with both "public" and "private" invitations (Ford owners, employes) to test-drive Tempo. On May 19-20, the 31 Detroit-area dealers will host advance showings of Tempo, with 300,000 invitations going out.

Continental Airlines is offering 100 free round trips to those who register at dealerships and take test-drives.

J. Walter Thompson handles Ford Division; Young & Rubicam, Lincoln Mercury.

Ford on verge of sales surge, Caldwell says

Continued from Page 3

but that "sticker shock is not really the issue it once was."

In response to a question at the meeting, Caldwell said the top five Ford executives spent $192,000 on expense-account items in 1982.

The 17 nominees to the Board of Directors were elected. John B. Connally and Michael D. Dingman did not seek re-election because they are directors of Wheelabrator-Frye, which was recently acquired by Signal Cos. At the time of the Ford meeting, Signal owned 80 percent of Mack Trucks — a competitor to Ford's heavy-truck business.

Caldwell left the door open for the directors to return if Signal sells its interest in Mack, as it wants to do.

Shareholders approved a profit-sharing plan for non-bonus-roll salaried employes that is similar to the one negotiated for hourly workers.

They named Coopers & Lybrand auditors and rejected three stockholder preposals. One would have disclosed consultants' names and fees. Another would have put a ceiling on retirement payments for executives.

The third would have required Ford to report on spending for lobbying aimed at the sale by the U. S. of AWAC planes to Saudi Arabia. Ford said it did not lobby for the sale; Caldwell, as an individual, urged several senators to support the sale.

JWT-Detroit relocates

DETROIT.—J. Walter Thompson moved into the Renaissance Center May 13 and opened for business May 16. The Ford agency's move from Dearborn to six floors of RenCen Tower 600 brings its 325 employes under the same roof as its major client.

Settlement proposed on 30-year-old consent decree

Justice moves to end GMAC case

WASHINGTON. — A tentative settlement to end a 30-year-old consent decree against General Motors and General Motors Acceptance Corp. has been announced by the Department of Justice.

The stipulation was filed with a federal district court in Chicago simultaneously with GM's and GMAC's motion to end the 1952 decree.

This case started Oct. 4, 1940, charging antitrust violation to restrain trade and commerce in wholesale and retail paper by tying GM dealers to GMAC for finance paper. Since that time, Ford Motor Co. and Chrysler Corp. both have developed their own financing firms.

William F. Baxter, antitrust chief, said that GM's ability to compete in financing terms with other auto makers is limited by the decree.

Similar decrees existed against Ford and Chrysler and their financing arms, but the Ford consent was ended March 8, 1983, by court order and Chrysler said it intends to file a similar motion. Baxter said he expects the government to go along with the Chrysler move as well.

The GM decree requires, among other things, that GM:

1. Accept payment from any finance company selected by a dealer.

2. Provide all finance companies with data about dealers if it provides data for one company.

3. Not require a dealer to use any particular finance company or to abide by any plan or rate set by GMAC.

4. Not recommend, endorse, or advertise GMAC or any other finance company to any dealer or the public.

GM, arguing for the end of the decree, said the ban on advertising of its financing or even its direct leasing activities, especially at a time of severely depressed sales, puts it at an economic disadvantage with its competitors.

GM also argued that because the business is so competitive, no maker would try to coerce dealers into using a captive finance company — in fact, it would be "foolhardy" to try to force a dealer to use a company that did not have the best conditions.

Moreover, said GM, the provision on floorplanning is "unrealistic and useless" in today's auto selling climate since with the shortage of capital, GMAC could not provide enough wholesale financing to meet the needs of all GM dealers.

Must remedy economic ills, Greenwald says

ST. LOUIS. — Chrysler Corp. Vice Chairman Gerald Greenwald warned that unless Washington does something about the federal deficit and trade imbalance, "the whole recovery could be stopped dead in its tracks."

He was concerned about long-term recovery, but told the Harvard Business Club here that "we are seeing short-term signs of at least a fragile recovery in the economy — interest rates down, housing starts up, and the stock market gone mad."

A Harvard alumnus and local boy who made good, Greenwald declared that if the major problems were left unresolved as "we pull ourselves out of the terrible recession," it would push the nation into another one.

He said that the June 15 payment date for a portion of Chrysler's federally guaranteed loans will begin a whole new era for Chrysler — "an era of growth, profitability and, best of all, independence."

Moreover, he said, "it marks a day of satisfaction and rejoicing for people all over this country, including many right here in St. Louis, who have rooted for us and have been with us in spirit every step of the way."

To keep the ball rolling, he said, "we're signing up new dealers, including nine in Missouri in the last four months."

Arizona leaders

Arizona Automobile Dealers Assn. officers are, from left: Tony Coury Jr., Tony Coury Buick, Mesa, secretary/treasurer; Richard R. Cunard, Cunard Motor Co. (Oldsmobile-Cadillac-Toyota-GMC), Yuma, president; Frank McClure, Holmes Tuttle Broadway Ford, Tucson, past president; Frank DiChristofano, Broadway Volvo, Tucson, president-elect, and Ron A. Slyter, Sierra Toyota, Sierra Vista, vice president.

Renault Encore production to begin in Kenosha in July

SOUTHFIELD, Mich.—American Motors will begin production in July of five-passenger hatchbacks called Renault Encore, which will be built from the Alliance platform.

Joseph E. Cappy, vice president, AMC marketing group, said AMC will produce the 3-door and 5-door hatchbacks at its Kenosha plant and that public introduction is scheduled for late September.

Cappy said that AMC's research indicated that the Encore name "connotes a repeat of the successful Alliance launch" while it distinguishes between the two cars.

The front-wheel drive Encore will compete along with Alliance in what Cappy calls the Class 3-Small segment of the market.

"Because about two-thirds of the Class 3-Small segment sales have been hatchbacks, Encore will enable us to increase our share of this growth segment of the market," Cappy said.

"In every case but one," he said, "other companies came out with hatchbacks first and followed with notchbacks. We did just the opposite and we're ready to move quickly if hatchback demand exceeds notchbacks, or vice versa."

Cappy said that although it is built on the Alliance platform, Encore will have its own distinct appearance inside and out.

Detroit requests foreign trade zone for Ford plant

WASHINGTON.—Request for a foreign-trade subzone is being made by the Detroit area for the Ford Dearborn assembly plant which makes Mustangs and Capris.

Some 6 percent of the components — such as radios, engines and transmissions — are imported.

Zone procedures would exempt Ford from duties on its exports, and on domestic sales, Ford could defer duty on parts and take advantage of the same duty available to importers of finished cars.

Average duty for parts used at this plant is 4.5 percent compared with 2.8 percent for cars.

Comments are invited on or before June 3.

April retail truck sales rise 20.4 pct. over 1982

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lower than the year-earlier 294,001, while Ford's was 8.8 percent higher than last year's 263,907 units.

Sales of Dodge and Plymouth trucks were up significantly during the month, but down slightly for the January-April period.

The month's total of 25,337 sales was 21.1 percent higher than the year-earlier 20,916 units. Through April, the count was down 2.6 percent to 84,596 units, compared with 86,879 in 1982.

GMC dealers retailed 23,458 trucks during the month, an increase of 20.3 percent over last year's 19,499. The four-month total was 82,200 units, up one percent from the year-earlier 81,358.

• Sales of four-wheel-drive Jeep vehicles were higher for both April and the four months. Dealers sold 6,417 units during the month, up 27.3 percent from last year's 5,040. Through April, the total was 21,963, a gain of 13.4 percent over the year-ago 19,363.

Sales of the Volkswagen compact pickup, which no longer is being produced, sagged to only 466 units in April, compared with 1,389 last year. Through April, the count was 2,043, down 62.2 percent from the previous year's 5,409.

Good gains for both the month and the January-April period were reported for all of the non-captive imports.

Toyota dealers retailed 12,138 compact pickups in April, an increase of 29.5 percent over last year's 9,375. Through April, the total was up 9.7 percent to 46,733 units, compared with 42,614 in 1982.

Sales of Datsun pickups during the month totaled 8,862 units, 52.5 percent higher than the year-earlier 5,813, and the four-month count of 36,405 vehicles was up 23.6 percent over last year's 29,465 units.

In April, Mazda dealers retailed 4,157 small trucks, a gain of 12.7 percent from the previous year's 3,689. The four-month total was up 75.6 percent to 21,070 vehicles, compared with 11,996 a year ago.

Isuzu dealers sold 2,214 units during the month, an increase of 37.4 percent over the previous year's 1,611. Through April, the total was 7,130, an increase of 32.4 percent over the year-earlier 5,387 units.

Sales of the Mitsubishi compacts, which made their bow in the U. S. last fall, totaled 586 in April and brought the four-month count to 2,550 units.

Big Three April, year-to-date sales

	April		Year to date	
	1983	1982	1983	1982
Ford				
Vans	13,216	11,488	49,840	38,863
Club Wagon	2,625	2,709	9,770	8,731
Ranger	14,958	11,425	56,541	21,153
Courier	.....	1,544	5,657	11,955
Bronco	3,439	3,679	14,058	14,081
Bronco II	3,903	.....	6,601	.....
Pickups	32,959	37,150	132,765	154,418
Mediums & Heavies	2,610	4,073	12,025	14,706
Chevrolet				
Vans	13,307	6,906	46,786	31,848
Sportvan	1,467	1,569	6,178	4,921
S-10	16,795	13,363	58,353	67,822
S-10 Blazer	8,354	.....	29,101	.....
LUV	641	1,888	2,529	10,714
El Camino	1,785	1,526	6,324	7,441
Blazer	2,698	2,135	9,143	11,729
Suburban	3,367	2,513	11,331	11,245
Pickups	33,779	27,282	119,471	143,432
Mediums	1,145	1,311	4,290	4,849
Chrysler				
Vans	7,139	5,454	22,800	20,667
Voyager	508	402	1,604	1,895
Ram Wagon	3,758	2,927	11,612	10,094
Arrow	150	394	583	2,377
Ram 50	1,963	2,144	7,921	13,412
Trail Duster	.....	96	.....	244
Ramcharger	2,083	1,252	7,031	3,624
Scamp	301	.....	1,015	.....
Rampage	1,102	1,369	3,635	5,826
Pickups	8,333	6,878	28,395	28,740
GMC				
Vans	4,926	2,339	15,330	9,135
S-15	3,972	3,234	12,775	13,173
S-15 Jimmy	1,513	.....	4,967	.....
Jimmy	758	639	2,268	2,727
Caballero	192	240	642	1,023
Suburban	1,040	945	3,680	3,319
Pickups	8,910	8,498	33,097	37,748
P Models	267	268	913	1,142
Mediums	1,171	2,343	6,080	9,088
Heavies	709	993	2,448	4,003

Chrysler retreats on proposal to cancel warrants

Continued from Page 1

dilute the value of Chrysler stock and hurt the company's efforts to borrow money for funds needed to develop new products.

In withdrawing the cancellation request, Greenwald said: "Repaying the loans is our foremost objective. Ultimately, we want to resolve all matters pertaining to the Loan Guarantee Act so that we may function as a privately financed company in the best interest of our customers, employes, shareholders and others with whom we do business."

He added, "Chrysler is grateful for the assistance provided by the U. S. Government. The Loan Guarantee Act is succeeding as intended by Congress and the Loan Guarantee Board."

As previously announced, Chrysler intends to pay off $400 million—one third of its government-guaranteed loans—by the end of June. Loan Guarantee Board approval has been requested for this and for issuance of $150 million in non-guaranteed bonds."

obituaries

E. Healy Dowd

CLEVELAND. — E. Healy Dowd, 48, president of Dowd Oldsmobile and vice president of Dowd Toyota, died April 25. Mr. Dowd was a past president of the Cleveland Automobile Dealers Assn. and had been a director of NADA and the Ohio Automobile Dealers Assn.

Andrew M. Nicoll

CONCORD, N. H. — Andrew M. Nicoll, 80, past president of the New Hampshire Automobile Dealers Assn., and the Concord Automobile Dealers Assn., died April 17.

Arthur M. Casey

NEWPORT NEWS, Va. — Arthur M. Casey, 70, founder of Casey Chevrolet here and a past member of the National Chevrolet Dealer Council, died March 27.

William J. Liddie

SALEM, Ind. — William J. Liddie, 59, owner of Liddie Chevrolet-Buick-Pontiac-Cadillac-GMC, died April 6. Before coming to Salem, he owned auto dealerships in New Albany and Clarksville, Ind., and in Flint, Fenton and Owosso, Mich.

Makers schedule 141,915 cars for week

Overtime, plant returns hike output

By Patricia Hoffman
Staff Writer

Overtime at 10 assembly plants and the resumption of work at four facilities following inventory-control downtime pulled last week's domestic car output up 10.54 percent from the previous week's total. Output also rose 11.09 percent from that of the comparable 1982 period.

Production last week was targeted at 141,915 cars, up from 128,386 the prior week, and up from last year's 127,746.

Breakdown for the week by company was: General Motors, 55.41 percent; Ford Motor, 23.56 percent; Chrysler Corp., 12.44 percent; Volkswagen of America, 5.21 percent; American Motors, 2.68 percent and Honda, 0.70 percent.

Year-to-date, the makers have assembled 2,308,371 cars, a 26.40 percent gain from 1,826,275 built in the same period last year.

Only one plant was reported down last week (May 9) for inventory control. The Ford San Jose point, source of Escort, Lynx, EXP and LN7 models, was idle for the second of a two-week shutdown. Operations there are scheduled to resume today (May 16).

GM's Wilmington point, source of Chevette and Pontiac 1000 models; Ford's Dearborn (Mustang and Capri) and Metuchen (Thunderbird, Escort and Lynx) facilities plus VWoA's Westmoreland (Rabbit) plant returned last week following one week of downtime.

The GM Detroit plant worked 24 minutes of overtime on each of two shifts Monday through Friday last week.

Also on daily overtime were Chrysler's Belvidere, Jefferson, Newark and St. Louis facilities. Belvidere, Jefferson and Newark operated two daily nine-hour shifts last week, while St. Louis worked one daily nine-hour shift.

GM's Flint, Leeds and Lordstown plants, plus Ford's Chicago and St. Louis facilities worked six days last week.

Usery, ex-Labor secretary, named GM-Toyota advisor

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — William Usery, Labor secretary under President Ford and a former director of the Federal Mediation and Conciliation Service, has accepted the job of advisor to management on the labor relations involved in the General Motors-Toyota venture.

If the FTC gives the go-ahead for the joint production of cars in Fremont, Calif., Usery said that he will attempt to work out "harmonious employment relationships" while using laid-off GM workers as a primary source of workers.

Many of Usery's ideas for improving productivity and quality at the Fremont plant seem similar to those which Nissan Motor Mfg. Corp. President Marvin Runyon has put into action at Nissan's light truck plant in Smyrna, Tenn., but Usery, while "neutral," believes in the American union movement.

"The idea is to be neutral — but to work with the union," Usery said.

As Usery envisages it, both management and labor recognize the need to change in order to make a product that is competitive in price and quality.

In order to do that, both U. S. management and workers must learn what is best from the Japanese, he said. But he does not believe that American workers will not work nor build as good a car as Japanese workers.

Usery stressed his belief in unionization and said he has already touched base with Douglas Fraser and with incoming UAW President Owen Bieber.

After the Dallas UAW Convention, Usery will meet with Bieber and although it is premature to discuss details when the company itself does not exist, a groundwork of understanding can be forged, he said. Usery sees no problem with GM and Toyota forging a joint venture. He said it is just like two investors making a short-time agreement, learning from each other for a totally new product, but then continuing to compete with other products and plants.

He will be around long enough to develop policy and see it happen — but probably not for the planned 12-year life of the venture, he said.

Usery, who is respected by both management and labor, sees the Fremont venture as a "historic step forward in economic history."

It is a "tremendous goal worth striving for" to have "two great nations and two great companies" join hands and to see a "Japanese production system provide jobs for American workers and quality automobiles at competitive prices for consumers," he said.

Canadian output rises 29 pct.; Ford plant back

The resumption of work at Ford Motor's St. Thomas car facility boosted last week's Canadian auto production 29.86 percent from the previous week's total. Output also soared 33.87 percent above the comparable 1982 period.

Last week's car output was targeted at 28,271 units, up from 21,770 built the previous week, and up from last year's 21,118.

Year-to-date, the makers have assembled 377,998 cars, a 12.86 percent gain from 334,919 last year.

Truck assembly last week was estimated at 12,239 units, down 3.66 percent from the prior week's 12,704. The total was also down 2.13 percent from the 12,505 built in the comparable 1982 period.

So far this year, 195,414 trucks have been produced, a 1.70 percent decline from last year's 198,792.

The Ford St. Thomas car facility resumed operations last week (May 9) following one week of downtime to trim inventories.

All car and truck assembly points were reported operating last week.

Truck production climbs to 51,658, highest of year

Overtime schedules and the return of two assembly points helped boost last week's domestic truck production to its highest point in a year.

Output for the week was targeted at 51,658 units, up 4.15 percent from 49,598 the prior week, and up 4.25 percent from 49,552 units in the comparable 1982 period. It was the most for any week since the week ended May 22, 1982, when the makers finished 52,413 units.

To date this year, 801,743 trucks have been assembled, a 9.57 percent gain from last year's 731,686.

Operations resumed last week (May 9) at Volkswagen of America's Westmoreland facility and International Harvester's Fort Wayne point following a week of downtime to trim inventories.

Daily overtime was scheduled last week at Chrysler's Belvidere and Warren truck facilities. Belvidere worked two nine-hour shifts Monday through Friday, while Warren operated one nine-hour shift five days.

General Motors' Lordstown (van), Pontiac (truck and bus) and Detroit facilities operated six days last week.

All other assembly points were reported working normal five-day schedules.

U. S. CAR PRODUCTION

	Week Ended May 14, 1983	Week Ended May 15, 1982	Week Ended May 7, 1983	May to Date	Jan. 1 to May 15, 1982	Jan. 1 to May 14, 1983
AMERICAN MOTORS	3,800	1,400*	3,049	6,849	21,750*	63,996
AMC Total	.....	.....	.....	.....	.....	4,071
Concord	.....	.....	.....	.....	.....	3
Eagle	.....	.....	.....	.....	.....	4,068
Renault Total	3,800	.....	3,049	6,849	.....	59,925
Alliance	3,800	.....	3,049	6,849	.....	59,925
CHRYSLER CORP.	17,650	10,705	22,011	39,661	220,831	307,321
Plymouth Total	5,650	3,520	8,320	13,970	92,440	112,950
Horizon	1,800	.....	2,777	4,577	26,511	37,086
Reliant	3,700	3,520	5,304	9,004	65,929	74,203
Caravelle ('83)	150	.....	239	389	.....	1,661
Chrysler Total	4,900	2,754	5,709	10,609	42,634	73,501
LeBaron	2,500	2,754	2,824	5,324	42,634	35,199
Chrysler E-Class	2,400	.....	2,885	5,285	.....	38,302
Dodge Total	7,100	4,431	7,982	15,082	85,757	120,870
Omni	3,400	.....	3,554	6,954	24,616	41,354
Aries	2,500	3,544	2,623	5,123	49,439	51,942
Dodge 400	700	887	825	1,525	11,702	12,294
Dodge 600	500	.....	980	1,480	.....	15,280
FORD MOTOR	33,440	32,695	25,645	59,085	399,748	534,436
Ford Division	20,905	21,795	15,460	36,365	252,134	349,389
Escort	6,090	9,107	4,283	10,373	109,783	99,221
Fairmont	.....	4,747	.....	.....	41,684	23,728
Mustang	3,254	4,046	.....	3,254	46,469	47,748
LTD/Granada	3,733	3,586	3,339	7,072	38,832	67,591
Thunderbird	4,818	.....	5,446	10,264	12,645	74,461
Crown Victoria/Ford	2,011	.....	1,780	3,791	.....	33,845
EXP	.....	309	.....	.....	2,721	1,184
Tempo	999	.....	612	1,611	.....	1,611
L-M Division	12,535	10,900	10,185	22,720	147,614	185,047
Mercury Total	10,004	8,474	7,543	17,547	109,892	145,834
Lynx	1,280	2,469	905	2,185	33,020	24,863
Capri	799	807	.....	799	11,214	8,765
Zephyr	.....	1,641	.....	.....	13,010	8,601
Marquis/Cougar	2,012	1,682	1,701	3,713	19,477	26,968
Cougar/XR7	3,235	.....	2,721	5,956	3,965	35,104
Gr. Marquis/Marquis	2,180	1,843	1,893	4,073	28,532	40,422
LN7	.....	32	.....	.....	674	290
Topaz	498	.....	323	821	.....	821
Lincoln Total	2,531	2,426	2,642	5,173	37,722	39,213
Continental ('82)	253	485	257	510	8,073	6,622
Lincoln	1,428	1,224	1,507	2,935	16,308	19,350
Mark VI	850	717	878	1,728	13,341	13,241
GENERAL MOTORS	78,634	79,703	76,671	155,305	1,145,506	1,352,830
Buick Division	18,232	17,973	18,191	36,423	270,054	313,309
Skylark	1,720	3,115	1,547	3,267	49,108	34,650
Skyhawk J	1,610	3,639	1,357	2,967	33,622	26,814
Century	3,225	2,406	3,619	6,844	45,517	53,161
Regal	5,220	4,558	5,336	10,556	69,287	95,153
Buick	5,597	3,226	5,508	11,105	59,566	87,984
Riviera	860	1,029	824	1,684	12,954	15,547
Cadillac Division	6,475	5,387	6,380	12,855	91,871	125,759
Cimarron	295	.....	269	564	1,401	8,606
Seville	740	592	710	1,450	9,521	13,654
Eldorado	1,660	1,163	1,592	3,252	24,121	29,534
Cadillac	3,780	3,632	3,809	7,589	56,828	73,965
Chevrolet Division	26,503	28,323	22,590	49,093	352,763	414,409
Chevette	3,953	6,245	.....	3,953	77,694	70,935
Cavalier	6,837	1,506	6,310	13,147	33,787	88,930
Celebrity	2,681	2,673	2,485	5,166	24,967	29,414
Camaro	3,825	5,999	3,866	7,691	81,543	68,928
Citation	1,840	5,750	1,489	3,329	58,002	39,391
Malibu	2,964	3,384	3,823	6,787	36,911	56,252
Monte Carlo	2,198	1,670	2,134	4,332	20,939	33,769
Chevrolet	1,605	497	1,859	3,464	7,762	19,448
Corvette	600	599	624	1,224	11,158	7,342
Oldsmobile Division	19,673	14,237	22,301	41,974	283,180	363,354
Omega	810	1,753	910	1,720	31,767	23,360
Firenza	1,198	1,037	1,054	2,252	26,668	17,510
Cutlass	5,400	2,477	6,362	11,762	69,080	106,896
Cutlass/Ciera	4,505	2,696	5,276	9,781	44,011	68,573
Oldsmobile	7,020	5,424	7,994	15,014	98,836	132,605
Toronado	740	850	705	1,445	12,818	14,910
Pontiac Division	7,751	13,783	7,209	14,960	147,638	135,505
Acadian†	.....	352	.....	.....	4,856	5,821
2000	2,780	1,180	2,332	5,112	10,252	35,851
1000	868	1,600	.....	868	7,801	12,967
Firebird	1,705	3,853	1,697	3,402	46,445	32,861
Phoenix	330	1,737	713	1,043	13,704	11,068
G. Prix/B'ville ('83)	068	3,625	2,467	4,535	57,158	36,937
6000	.....	1,436	.....	.....	7,422	.....
HONDA	1,000	.....	1,010	2,010	.....	10,465
VOLKSWAGEN	7,391	3,143	.....	7,391	37,077	39,317
CHECKER	.....	100*	.....	.....	1,363	.....
Total Cars, U. S.	141,915	127,746	128,386	270,301	1,826,275	2,308,371

TRUCK PRODUCTION IN U. S.†

	Week Ended May 14, 1983	Week Ended May 15, 1982	Week Ended May 7, 1983	May to Date	Jan. 1 to May 15, 1982	Jan. 1 to May 14, 1983
CHEVROLET	18,452	16,118	17,713	36,165	249,585	276,827
DODGE	2,600	2,402	3,157	5,757	48,220	48,964
FORD	20,677	20,704	20,020	40,697	259,523	317,324
GMC	5,215	5,646	5,071	10,286	92,605	93,366
INTERNATIONAL	1,245	1,183	753	1,998	19,286	17,600
VOLKSWAGEN	129	449	.....	129	6,647	2,062
JEEP	2,290	2,000*	1,834	4,124	31,990*	26,700
AM GENERAL	50*	50*	50*	100*	830*	900*
MISCELLANEOUS	1,000*	1,000*	1,000*	2,000*	23,000*	18,000*
Total Trucks, U. S.	51,658	49,552	49,598	101,256	731,686	801,743

CANADIAN TRUCK PRODUCTION

	Week Ended May 14, 1983	Week Ended May 15, 1982	Week Ended May 7, 1983	May to Date	Jan. 1 to May 15, 1982	Jan. 1 to May 14, 1983
CHRYSLER CORP.	2,652	2,452	2,736	5,388	38,352	51,321
FORD MOTOR	3,547	3,718	3,452	6,999	50,308	49,523
GENERAL MOTORS	5,800	6,068	6,263	12,063	105,445	91,603
INTERNATIONAL	240	267	253	493	4,687	2,967
Total Trucks, Canada	12,239	12,505	12,704	24,943	198,792	195,414
N. American Trucks	63,897	62,057	62,302	126,199	930,478	997,157

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended May 14, 1983	Week Ended May 15, 1982	Week Ended May 7, 1983	May to Date	Jan. 1 to May 15, 1982	Jan. 1 to May 14, 1983
AMERICAN MOTORS	800	610	820	1,620	10,210	11,257
CHRYSLER CORP.	5,232	3,504	5,248	10,480	63,207	87,783
FORD MOTOR	8,694	9,031	2,731	11,425	114,065	68,203
GENERAL MOTORS	13,320	7,748	12,746	26,066	143,330	206,795
VOLVO	225	225	225	450	4,107	3,960
Total Cars, Canada	28,271	21,118	21,770	50,041	334,919	377,998
N. American Cars	170,186	148,864	150,156	320,342	2,161,194	2,686,369
N. American Trucks	63,897	62,057	62,302	126,199	930,478	997,157
North American Cars and Trucks	234,083	210,921	212,458	446,541	3,091,672	3,683,526

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.